

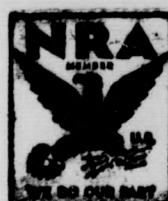


VOLUME 28, No. 21

SIERRA MADRE NEWS

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, FEBRUARY 16, 1934



Earliest Of All Fetes Is Proclaimed

Experts Announce Great Wistaria Vine Will Be In Bloom By March 9

BIG, fat buds nearly three inches long on the world's largest vine on Scenic Point proclaimed the earliest Wistaria Fete in history yesterday.

A group of horticulturists from Pomona, Los Angeles and Pasadena met with Mrs. Estelle H. Fennel and Fire Chief W. D. Richards under the great vine. They bored deep holes into the ground, took the earth's temperature about the roots, dissected some of the larger buds and minutely examined the running sap in the huge runners.

"Looks like the Fete will open March 9... certainly not later than the 12th or 13th... earliest Fete in the history of these great events," Chief Richards announced as the conference ended. "Even a cold snap won't set the opening date back more than four or five days, in the opinion of the horticulturists," Richards added, "for the earth is plenty warm away below the roots and even a few frosts wouldn't cool it off enough to hold back the blooms."

"Some of the men who were here today have examined the vine at about this time for the last four years. They are of the opinion it will not only bloom earlier this year than ever before, but that the blossoms will be greater in number and larger in size than at any time during the last six or eight years. This is probably due to the fact that the vine stored up energy during the last two years when it bloomed less profusely than before. Also the fertilizer that was dug into the roots early last year appears to have greatly strengthened it and apparently we are set for the most magnificent of the long line of spectacles we have enjoyed here."

Immediately after yesterday's conference Richards called the firemen together last night and ordered all hands to appear at the Fennel estate bright and early Sunday morning when the 20 men will begin to erect the various booths and the building over Carter avenue that will house the flower show to be held in connection with the Fete... All of these early preparations to be ready for a date in advance of March 9 if the vine should burst into bloom before that time.

And while they were together the firemen, whose artistic sense was offended by the application of 20 or more firms and individuals for booths and concessions at this year's Fete—voted to enhance the beauty of the event in what they considered a most important minor detail. They thought that a beautiful, gracious woman at the turnstile instead of a mere man would add greatly to the good impression visitors will form of Sierra Madre's big annual event. So they voted unanimously to make the change. But, being almost without exception married men, all protested they could not serve on any committee to select the woman.

"Who is to make the selection then?" demanded Chief Richards.

"You've been married longer than the rest of us, you do it," shouted one of the firemen.

Julius E. Woehler Dies At Home Here After Long Illness

Sierra Madre was saddened Saturday morning by the death of Julius Edward Woehler at his home, 479 Ramona avenue. Mr. Woehler had been ailing for the past year. He was born 73 years ago at Wooster, Ohio, but had spent most of his life in Wisconsin, where his parents were pioneer German colonists. The past five years have been spent in Sierra Madre, where he made a large circle of friends.

He is survived by his wife, Mrs. Agnes McCarthy Woehler; two daughters, Mrs. Ethel Selk, of Arcadia, and Mrs. Camille Boettner, of Santa Barbara, and three sons, Dr. John L. Woehler, of Sierra Madre; Victor Woehler, of Santa Barbara, and Edward Woehler of Indianapolis. Funeral services were held at the Grant Funeral Parlor on Monday afternoon at 2 o'clock. Cremation followed at Forest Lawn. The ashes will be interred in the family plot in Appleton, Wis.

Sierra Madre Man Figures In Tragedy; Hits Pedestrian

Edward Burk Adams, of 44 West Carter avenue, figured in a tragedy in Pasadena last Saturday evening when his car struck Dr. Edward Houghton Kurth, former research fellow of the California Institute of Technology. Dr. Kurth was crossing Colorado street about forty feet west of the pedestrian zone at Oak Knoll avenue when the Adams car hit him. He was thrown in front of an approaching Oak Knoll trolley car, which also struck him but did not pass over him. The force of the two shocks scattered articles from the victim's pockets over the running board of the auto and over the street.

Dr. Kurth was rushed to the Pasadena hospital, where he died early Sunday morning. The police took statements of Mr. Adams and the motorman and conductor but no arrests were made.

Dr. Kurth had recently been engaged in supervising construction of portions of the Griffith Park Planetarium, in Los Angeles.

Celebrate Founding Of Local P.T.A.

Nineteenth Birthday Of Organization Occasion For A Play And Party

The Sierra Madre Parent-Teacher's Association will celebrate the local Founder's Day, and also the association's nineteenth birthday on Wednesday, February 21st, at 2:30 in the school auditorium. There will be a program, and later, tea and a birthday cake will be served.

The Children's Dramatic Guild under the direction of Mrs. Florence Eakman will present their Valentine play, "Attic Secrets," which was so well received in Sierra Madre a short time ago. All past presidents of the Association and many of the early workers are being invited as special guests of the afternoon. Some interesting facts of early history will be reviewed from the first minutes of the association, and a social time discussing early days will be held while tea and the birthday cake are being served in the cafeteria by the hospitality committee.

The Mothers Study Group, which meets in the school library at 10 o'clock Tuesday morning is showing a great deal of interest in the course, under the direction of Mrs. Walter Stephens, of Pasadena. The subject of this week's study is "Individual Differences."

First Presidents Birthday Will Be Celebrated Here

A patriotic meeting will be held by the Louise Severance Tent No. 65 of the Daughters of Union Veterans of the Civil War in celebration of Washington's birthday. A speaker will be sent from the Better American Federation to address the members at 7:30 o'clock next Thursday evening in the tent's clubroom, upstairs in the Woman's Club House. Mrs. Monnette Frechtman will be in charge of the musical program. The public is cordially invited.

The tent's regular meeting, scheduled for next Thursday afternoon, will be held as usual.

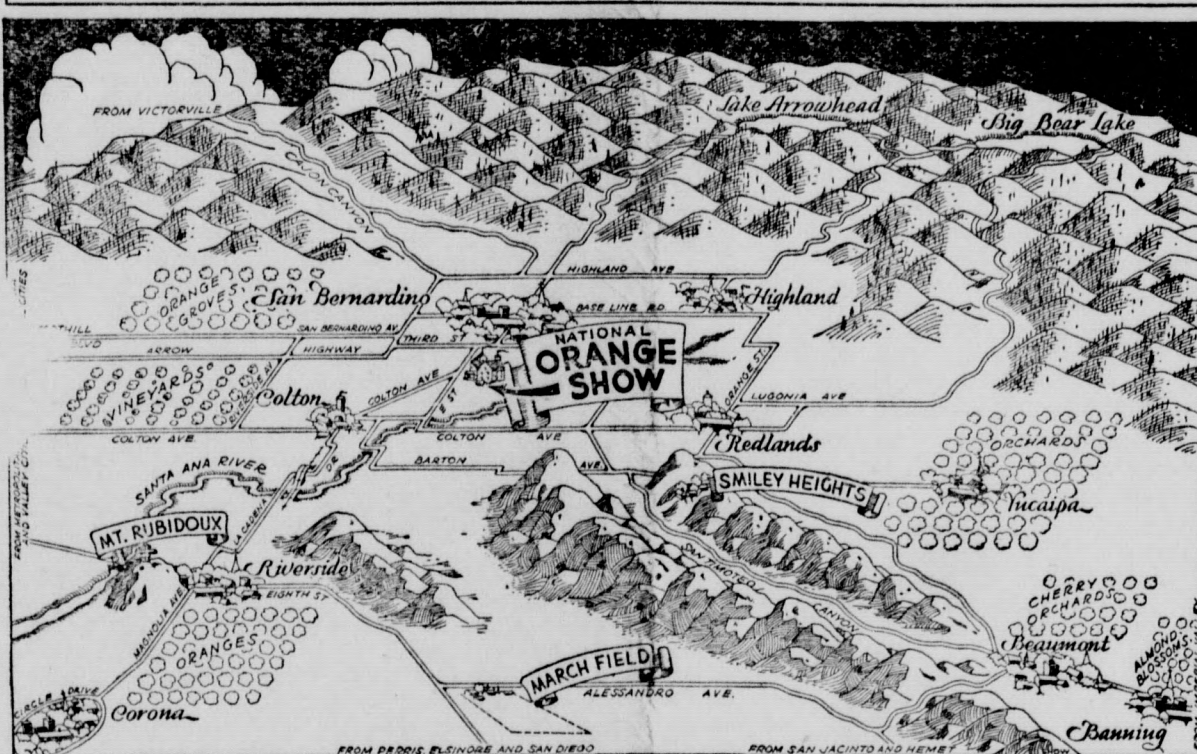
Form Sinclair For Governor Club Here

An "Upton Sinclair for Governor Club" was organized at a meeting at the Park House last night. A committee was appointed to arrange for a series of meetings to be held here regularly, probably as often as once a week, through the Spring and summer and until the primary election next August.

Stores Will Close Here Next Thursday

Practically all of Sierra Madre's business houses will be closed next Thursday—Washington's birthday. A majority of the merchants voted to observe the holiday and it is believed that all except the drug stores and filling stations will abide by the majority decision.

Orange Show Glistens in Beautiful Setting



Like a huge diamond in a gem cluster is the 24th National Orange Show from February 15 to 25, inclusive! In the map sketch above the Automobile Club of Southern California suggests to motorists that there are many other unique scenic attractions in the area to see during trips to the pageant of horticultural products in San Bernardino. Unusually beautiful, says the club, is the Orange Show's "Ice Palace" decorative theme, emphasizing the proximity of snow sports to the orange empire.

FORMER FIRST LADY, HERE ON VISIT, SEES MODERN YOUTH SUPERIOR TO THOSE OF PAST

Human Nature Is Growing More Kindly Says Mrs. Herbert Hoover

MRS. Herbert Hoover, former First Lady, arrived in Sierra Madre Friday for a visit with her son, Herbert Jr., and family, of North Sierra Madre avenue. Mrs. Hoover, Jr., flew from Kansas City, Mo., last week to be with Mrs. Hoover during her visit.

Mrs. Hoover came south to address the conference of Girl Scout leaders at Pacific Palisades over the weekend.

Upon her arrival the wife of the former President expressed belief that the youth of today is the physical, intellectual and moral equal of and, in the point of knowledge, superior to the young men and women of any past generation. Discussing the younger generation, she said:

"If we look back only one or two generations, we may not see much improvement in human nature generally, but if we consider the history of the last 5000 years it is easy to observe the general advancement."

"In spite of trouble and turmoil, I believe the unbiased student will agree that the human race gradually has grown kinder and certainly wiser with the passing centuries."

As honor guest at a luncheon held by the Pasadena Girl Scout Council at Girl Scout headquarters on Tuesday, Mrs. Hoover drew upon her experiences as National president of the Girl Scouts and outlined methods whereby the body may cooperate with the State and National groups to bring about perfect co-ordination.

The first step in the plan to place 10,000 families on plots averaging one-fifth of an acre, was taken this week by the Los Angeles County Charities department when 20 acres of fertile land at Foothill boulevard and Lincoln avenue, Altadena, were acquired by donation—on lease.

The idea is to enable the families to become partially self-supporting by raising vegetables.

The Community Garden plan will be extended all over the county. Water will be provided free of charge, as will be seed but the working of the gardens must be done by those who will receive the benefits. Many residents of Pasadena will be able to participate in the Altadena garden project.

It was announced that other plots had been obtained as follows: Long Beach, 12 acres; Wilmington, 25 acres; Burbank, 40 acres; Glendale, eight acres; San Gabriel, 15 acres; Pomona, 20 acres.

Last year the county figured \$10 worth of vegetables were raised on each dollar it advanced for seed, fertilizer and water. Community garden plan was tried in Sierra Madre two years ago.

Third Series Of Church Meetings Will Be Held Tonite

The Congregational Church will hold its monthly series of district meetings on Friday of this week. The plan this month is for the members and friends whose names begin with a given letter to meet at the same house. This is in place of the geographical method used last month. The places and the distribution are as follows: Families with names beginning with letters from A to D inclusive meet at Mrs. Homer Glidden's, 305 West Laurel; from E to K inclusive, at Mrs. Rust's, 382 Auburn avenue; from L to R inclusive, at the home of Mrs. George B. Morigridge, 19 Orange Grove avenue; S to Z at Mrs. Convers Twycross', 123 South Baldwin avenue.

The evening will be spent in a variety of ways as outlined by each local committee. A "troupe" will visit each home in the course of the evening and the Pastor, Rev. A. O. Pritchard, will also go the rounds. The church has already held two such series which have proved most enjoyable and profitable.

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Twilight Organ Recitals Will Be Resumed Sunday

Sunday twilight organ recitals, which have been so popular in the past at the Church of the Ascension, will start again next Sunday at the Church, it was decided at a meeting of the Guild of St. Catherine on Tuesday at the home of Mrs. H. Randolph Wood. The recitals will be held during lent with 5 o'clock tea following in the Parish House.

Announcement was made that in the opening recital of Dear Bode's fourth series he will be assisted by Francis Eakman.

Dean Bode's chorus "He Maketh Wars to Cease," accompanied by organ trumpets and trombones, will be sung in St. Paul's Cathedral, Los Angeles, on the evening of Washington's birthday, February 22, and the Dean is to play a recital in St. Mark's, Pasadena, on the 25th following his recital here.

Plans for St. Catherine's Day at the Wistaria Fete this year were discussed at the meeting. Mrs. Webster Vanier was elected treasurer to succeed Mrs. Marie McMillan.

Students At P.J.C. Attend Classes In Tent Bungalows

Students of the Pasadena Junior College, many from Sierra Madre, are attending classes nowadays in tent bungalows. Fifteen of the new emergency structures were opened on Monday and many more will be rushed to completion.

English and Business Education department students were the first to occupy the tents, thus almost emptying the two wings of the Horace Mann building. The change proved diverting and agreeable to both teachers and students. Although the tents are placed only a few feet apart they were found to provide both comfort and privacy.

BREAKING all records for opening night attendance, the Twenty-Fourth National Orange Show was officially opened last night before a distinguished throng of State, county and city officials as special guests.

The immense home of the exposition, darkened temporarily, was suddenly bathed in lights and all mechanical exhibits started operating as President O. L. Cowen officially declared the 1934 edition of the citrus spectacle open. The National Orange Show orchestra lit into "Smiles" as Governor James Rolph Jr., advanced to the front of the stage. The State's chief executive then accepted the exposition in behalf of the people of the State of California.

The motif for the show is that of a winter palace and there were loud exclamations over the beauty and novelty of the decorations. The show management is combining with the mountain interests in promoting both the annual winter sports program and the orange show.

There are a score of feature displays entered by as many communities and organizations; the most unusual rack displays of citrus fruits in the history of the show; a food show and cooking demonstrations daily; the National Horse Show, under cover and with more than 250 horses participating; an amusement zone; industrial show and a great entertainment program.

The show will be open each day and night up to and including Sunday, February 25.

Local Boy Scouts Start To Carry Out President's Order

As soon as headquarters have been established here, local Boy Scouts will endeavor to carry out the wishes of their National chieftain, President Franklin D. Roosevelt, to aid in local relief work. This call to serve in an emergency was made on Saturday morning by President Roosevelt in a radio talk to the Scouts and Scouters of America, who, mobilized on the twenty-fourth anniversary of the organization's birthday.

The Scouts will collect furniture and all kinds of household supplies for distribution through local headquarters to needy families of the community.

Twenty-four Scouts of Troops 1 and 2 gathered in the Council Chambers of the City Hall at 8:15 a.m. Saturday and listened to the President's address over the radio and prepared to fulfill his orders.

Troop No. 1 was presented with the President Roosevelt 1933 ten-year program pennant for a 50 per cent net increase in membership over a period of 10 years and for fulfillment of the regulation program during that time.

Present at the mobilization on Saturday besides the boys were 13 Scouters and several visitors.

Sinclair's Plan To Be Discussed At Next Forum Meeting

A speaker will be present at the Sierra Madre Forum next Tuesday evening at 7:45 in the City Hall to talk on Sinclair's plan to end poverty in California. Everyone is invited.

Stark, Pathetic Drama Unfolds In Operation Of Home Loan Corporation

Average Of 400 Homes Being Saved Daily For Owners On Brink Of Despair

(EDITOR'S NOTE: Ralph W. Black, formerly of the SIERRA MADRE NEWS staff, who has been associated with the Los Angeles office of the Home Owner's Loan Corporation since it was opened, begins an interesting series of stories on the operation of the corporation in Southern California. This one deals with the human side of the new relief agency and the remarkable growth of its activity. In an article next week Mr. Black will deal with the matter of preparing applications and the process through which the applications pass before the loans are actually made.)

By Ralph W. Black

PRESIDENT Franklin D. Roosevelt in his message to Congress on April 13, said: "As a further and urgently necessary program to promote economic recovery, I ask the Congress for legislation to protect small home owners from foreclosures and to relieve them of a

Candidates For Council Hiding Out

February 28 Last Day For Registration Of Voters Before Municipal Election

Though nominating petitions have been available for prospective candidates for the City Council since February 7, City Clerk Waverly E. Pratt announced this morning that he had not had so much as an inquiry about them. "But," said Pratt, "the townspeople are interested in the approaching election. They apparently expect there will be a contest and are qualifying by registration for participation in the election. Any citizen who has not registered since the new registration law became effective or who has moved since his last registration, must re-register in order to qualify either for the municipal election in April, or for the State primary and general elections of next August and November."

"The time is getting short for registration for the municipal election... February 28 is the final day. We have taken more than 60 registrations in the last few days and will probably have twice as many more before the closing date. In addition to the new registrations, exactly a dozen voters who were on the rolls as members of the Republican party have gone through the formality of affiliating themselves with the Democracy."

Candidates for the City Council—there being three places to fill—have until March 20 to file their petitions. It is thought possible that some surprise candidates will appear at the last minute and wage a short campaign, the election being scheduled for April 9. The terms of Mayor H. C. Reavis, William Lees and Lester K. Layton expire this year. None of them have taken out petitions, or indicated that they propose to do so, though it is expected they will seek reelection.

At its next meeting the City Council will designate four polling places for the municipal election—two in the eastern and two in the western end of the city, at the same time appointing the election officers.

Average Age Of Residents Here Over 32 Years

The average age of citizens of Sierra Madre is slightly over 32 years, according to a survey just compiled by the research bureau of the California Taxpayers Association. This is slightly more aged than the average immigrant into California and Los Angeles county which is 27 years at time of arrival.

Balancing the factors favorable to migration in California against the unfavorable factors, the indication seems to be, says the Tax Digest, that while California population may be expected to increase from migration from now until 1940, the increase will be much smaller than that which occurred during the 1920-30 decade.

portion of the burden of excessive interest and principal payments incurred during the period of higher values and higher earning power. Implicit in the legislation which I am suggesting to you is a declaration of National policy. This policy is that the broad interests of the Nation require that specific safeguards be thrown around home ownership as a guaranty of social and economic stability, and that to protect home owners from inequitable enforced liquidation, in a time of general distress, is a proper concern of the Government."

Following this solemn declaration, legislation was rushed through Congress setting up machinery to meet a National emergency. The bill was signed by the President on June 13. Thus the Home Owners' Loan Corporation came into being.

There can be no doubt that an emergency existed, and still exists throughout the Nation. Thousands of homes have been lost during the perilous period through which the country has been passing; thousands more are imminently in danger of being lost. Foreclosure threatens on every hand. Where no mortgage exists, the inability of owners to obtain money from established lending agencies with which to pay taxes and other liens is a constant menace to the peace and security of a vast host of American households. Losses in the aggregate already run into millions of dollars.

More Than a Pawn
I quite agree with the President when he says that the protection of homes is "a proper concern of the Government."

When private enterprise proves inadequate, or for selfish purpose fails to safeguard these sacred institutions which constitute the very soul of a nation, then, I say, it should be more than a concern—it is the duty of the Government to intervene and extend generous relief wherever possible.

And that is just what is being done through the Home Owners' Loan Corporation. For once, the owner of a home is being recognized as something more than a pawn from which is exacted high tribute in the form of excessive interest payments and burdensome contracts.

An inspired leader at Washington has championed the right of a free people to possess their own homes through sane and reasonable effort. To use the words of John H. Fahey, chairman of the Corporation Board: "It is to be remembered that mortgage obligations now embarrassing to home owners were incurred for the most part by industrious, frugal citizens who put their slowly accumulated savings into what they conceived to be not only a good investment, but into something which was more than an investment. That 'something' embodies the whole sentiment surrounding the word 'home.' Home owners who have clung to their properties in the depression, instead of abandoning them to their mortgages, can reasonably be counted upon to retain their homes if they can possibly make ends meet."

Sees Its Work
While the organization is National in scope, it is the Los Angeles district branch of the Home Owners' Loan Corporation of which I have intimate knowledge. The successful operation of this division reflects, in a measure, I believe, what is being accomplished in the other branches throughout the country. It is here that it has been my lot to daily see a stirring human drama unfolded—stark, pathetic drama, where even tragedy has its turn.

From morning until night a pack of anxious humanity edges about within the office walls. In the mass are many at the very point of despair. Aged men and women whose only desire is to keep their homes so that they might spend their final days there. Young married folk with the fullness of life before them. But regardless of age, sex or color, the same appeal goes forth: "What can be done to save our home?"

I marvel at the patience and forbearance of the employees upon whom rests the responsibility of allaying the fear of this milling throng—those who directly contact the hundreds of applicants who daily come seeking relief. Many are the frantic appeals. Women frequently become hysterical upon receiving an unfavorable report regarding their application. Other collapse completely when told that their property does not qualify for a loan.

Applications Pile Up
While the appointed ones are striving to help, encourage and reassure, back of the curtain a vast force is driving forward against the huge volume of clerical detail that mounts hourly. A battery of typewriters click away incessantly. Hundreds of application files move from one department to another with all the speed that accuracy will permit. Runners dash from the Central Files to the Appraisal Room—to the Adjustment Division—to the

(Continued on Page Four)

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Sierra Madre, California
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L. R. GOSHORN
EDITOR and PUBLISHER
TELEPHONE 48
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Member Nat'l Editorial Ass'n

One year, \$2; Six months, \$1.25;
Three months, 75c.

I said, I will take heed to my ways, that I sin not with my tongue.—Ps. 34:1.

No sinful words, nor deed of wrong,
Nor thoughts that idly rove;
But simple truth be on our tongue,
And in our hearts be love.
—St. Ambrose.

NO EXAGGERATION

The long awaited lift in the construction industry began to take tangible form at the end of last year. The Federal Reserve's adjusted index of contracts for November was at the highest point since October 1931.

The principal impediment to a residential building boom of any moment, is the problem of finance. And that problem is on its way to solution. Private and public agencies have been studying it, and machinery is in motion to loosen money, at lower interest rates, for home construction. When that time comes, it will mean that prices of materials and supplies—which have been advancing slowly for some months—will jump.

It is not an exaggeration to say that the future of residential building is no longer problematical—every sign points to substantial gains. If a word to the wise is sufficient, those who need new and improved housing, will build and repair now, paying less for what will soon cost much more.

LYRIC MONROVIA

LEAVES TONIGHT (Friday)

CECIL B. DeMILLE'S
"4 Frightened People"

Claudette Colbert
Herbert Marshall
Todd-Kelley Comedy

SATURDAY MATINEE ONLY

James M. Barrie's
immortal
"PETER PAN"

Betty Bronson
Mary Brian

SATURDAY NIGHT ONLY

Max Miller's
"HELL and HIGH WATER"

with Richard Arlen

—also—
"Fisherman's Holiday"

Sun. - Mon. - Tues.

Feb. 18 - 19 - 20

2 BIG FEATURES

MARION DAVIES

BING CROSBY

in "GOING HOLLYWOOD"

—also—
ZANE GREY'S

"The Last ROUND-UP"

with Randolph Scott

Monte Blue

WED. - THURS.

February 21 - 22

FRANCIS LEDERER

in "Man of Two Worlds"

LYRIC MONROVIA

BIRTHDAY GREETINGS...

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans:

Edith Morago	Feb. 10
Donald Krug	Feb. 10
John E. Colbert	Feb. 10
Terance McCloskey	Feb. 16
Mary A. Kiggins	Feb. 17
Harold Roberts	Feb. 18
Elizabeth Steinberger	Feb. 18
Myron Wernicke	Feb. 20
Mrs. Vada Lass	Feb. 20
Mrs. Harry H. Holland	Feb. 20
Arthur Johnson, Jr.	Feb. 21
Mrs. Roy H. Pickett	Feb. 22
Mrs. Ben M. Lyon	Feb. 22
Mrs. Elmer A. Green	Feb. 22
Gordon Brooks	Feb. 22

EXPANDING CREDIT

Economists who formerly saw eye to eye are disagreeing with a vengeance over the new money bill, with its \$2,000,000,000 stabilization fund, international gold bullion standard, and credit expansion features. The problem of credit expansion is especially imposing, as during the next few months the government will offer some great bond issues to finance continuance of the recovery program, and these will absorb much of the money that is available for lending. Credit is to be expanded, if possible, to a degree sufficient to offset this. Every effort will be given to depreciating the dollar in foreign exchange, and holding it at a lower and more stable level.

There are two obvious ways to expand credit. One is to create more dollars—and 2,000,000,000 were automatically created when the dollar was fixed at the 59.06 point. The other is to make a given number of dollars do more work. Both ways are to be used. The two billion new dollars are at the disposal of the treasury, and are to be used for buying new gold, foreign exchange or carrying on other transactions deemed advisable for pegging foreign exchange rates. When they are so spent, according to the theory, they go into the hands of persons with bills to pay in this country. The bills are paid, and the dollars find their way into the banks, inflating reserve balances, which are now nearly a billion dollars above the point required by law.

Critics of the money bill say that the stabilization fund money will make possible credit expansion of from \$12,000,000,000 to \$40,000,000,000—with the result that a short boom will be followed by a tremendous crash. Contrary to this view, its friends are optimistic and express confidence that matters will work out to the benefit of the entire country. Take your choice.

WHERE HONEYMOONS ORIGINATED AND HOW

Department of agriculture officials knew exactly what to do with an inquiry as to origin of the honeymoon—they turned it over to the honey research division.

Considerable research was necessary to find an answer for the inquiring correspondent, but H. M. Krebs, chief inspector, was equal to the occasion. Here it is: When a couple married in ancient Babylon, their friends smeared honey on the bricks of the newlywed's home. The aroma of the honey lingered about the couple's doorway for 28 days, leading to the belief that therefrom the bride and bridegroom would acquire a sweetness that would remain with them throughout their lives.—Van Nuys News.

SAN GABRIEL MAN BUYS MARKET HERE

A. F. Stohman, of San Gabriel, has purchased the Sierra Madre Poultry Market from H. E. Hose. Mr. Stohman is owner of a large poultry and avocado ranch in San Gabriel, where he raises his poultry supply for the market.

GILLETTE'S ARCADIA

THEATRE

Huntington Drive, Arcadia

PHONE 2661

Doors open 6:45, Matinee

Saturday, 2; Sundays 5 to 11

Admissions:

Adults 20c, Kiddies 10c

Friday and Saturday

Richard Barthelmess

and Ann D'Vorak

in

"MASSACRE"

Comedy "Easy Aces" and

Tarzan

Sunday & Monday

Radio's Favorites

"Myrt and Marge"

Filled with Laughs

—also—

George Bancroft

in

"Blood Money"

Old Timers Featured At C E Institute

Recount Experiences As Members Of Organization Celebrate Anniversary

By Sam Hohri

They were there at that 46th anniversary banquet last Saturday night, the old-time C.E.'s. S. R. G. Twycross told how he and Mrs. Dickson went among the few inhabitants of the community that is now Sierra Madre, in 1888 to organize the Young People Society of Christian Endeavor. Mr. Baird related how he was a member of the twelfth society personally started by Dr. Francis E. Clark, founder of this world-wide organization that now numbers four and a half million members.

R. S. Jensen stated that he first joined Christian Endeavor in 1893 here in Sierra Madre. F. D. R. Moore former L. A. county president and J. O. Smith who headed the California State union in the early years of this century recounted some of their experiences. Roy Edwards Sr., told of how he participated in C. E. activities of this community. One hundred twenty-nine people took part in the fellowship of the evening. Among the greater lights of C. E. were Roy Creighton, L. A. county field secretary as toastmaster; Russell Cooper, vice-president of the same union as speaker; Gladys Faber, president of Pasadena Division and many of her executive officers.

Earl Hedrick, L. A. county union's president was the speaker of the Sunday morning service at Bethany Church. Ben E. Smith home from Redlands University gave a solo in this service, some vocal selections for the fellowship hour and a duet with Jack Jensen for the evening service. Conference periods in the afternoon followed an address on the organization of C. E. by Mr. Hedrick. Then three C. E. meetings were held during the regular prayer meeting period. Kathleen Moore and Enid Murray gave a duet also at the evening service which featured Roy Creighton as speaker.

The starting of a Junior Christian Endeavor society which will meet at 3:30 Sunday afternoons at Bethany Hall was announced at the closing session of the Institute. The need for an intermediate society superintendent was also expressed, because Dorothy Moore would not be able to continue in this work.

An executive meeting of the Young People's society is announced for 7:15 tonight, in the pastor's study. This meeting will be followed by the society's monthly business meeting next Friday evening.

NEWSPAPERS WIN ANOTHER DECISION

A survey recently completed by the National Recreation Society disclosed the fact that newspaper and magazine reading is the favorite diversion of a large majority of people in their leisure time.

The survey was conducted among a group of more than 5,000 people, and the consensus of this group was almost unanimously in favor of newspaper and magazine reading over any other pastime, including radio and sports events.

Is it any wonder then, that advertisers the Nation over are turning more and more to the newspaper to deliver their sales messages to the people? These advertisers who spend millions of dollars annually to market their products, study every medium with the greatest care, checking and rechecking results and cost of results, and unfailingly they end up by placing the bulk of their advertising appropriation with the newspapers. They realize that their advertising is most effective in the medium most often touched by their prospects, and that no other medium has the direct interest and appeal and the confidence of so many people as the newspapers.

What is good policy for these big National advertisers, who study and analyze their advertising problems with the utmost care, must surely be good policy for the local home-town merchants. —Upland News.

WEDGEWOOD COMPANY NAMES LOCAL AGENT

The Sierra Madre Furniture company has been appointed sole distributor in this city for the celebrated Wedgewood ranges. Tom Tyler, proprietor of the company, announces that he will continue to handle the well-known Gaffers and Sattler stoves also.

Bring taxes down, adapt them to the ability of the business and the individual to pay—and watch recovery go into high.

Hutters To Conduct Revival Services At 4-Square Church



Rev. and Mrs. Frank Hutter

Rev. and Mrs. Frank Hutter will begin a series of revival services at the Four Square Gospel Church beginning Sunday evening and continuing every night for two weeks with the exception of Mondays and Saturdays. Rev. and Mrs. Hutter are known throughout the United States as former screen and stage stars. Mrs. Hutter being known as Louise Dale. She was identified with several Broadway productions playing important roles with Eddie Cantor, Lew Fields and other well known stars.

"MASSACRE" SHOWING AT ARCADIA THEATRE

Richard Barthelmess, long an outstanding favorite with motion picture fans everywhere, will be the attraction at Gillette's Arcadia theatre today and tomorrow in "Massacre," a picture in which he co-stars with Ann Dvorak. On the same program will be a comedy, "Easy Aces" and Tarzan.

On Sunday and Monday the universal radio favorites, Myrt and Marge, will be seen on the Arcadia screen, in a picture filled with laughs and titled "Myrt and Marge." It marks the first appearance of the rollicking pair off the air. On the same program will be another feature, the comeback of George Bancroft, in "Blood Money," a real he-man story.

"GOING HOLLYWOOD" AT LYRIC THEATRE



Fifi Dorsay and Bing Crosby as they appear in "Going Hollywood" opening at the Lyric theatre in Monrovia, Sunday. Zane Grey's "The Last Round-up" will be the other half of a double program.

BLOOD TESTS FOR DRUNKEN MOTORISTS

"If you want to drive, don't drink; If you want to drink, don't drive."

This is the admonition from the National Safety Council. The council calls attention to a recent Associated Press dispatch stating that Germany is requiring drunken drivers to submit to a blood test which shows the number and nature of alcoholic drinks consumed.

D.U.V.C.W. FOOD SALE tomorrow (Sat.) Roberts Market.—adv.



in all the required weights for your motor

at

PICKETT'S SERVICE STATION

Phone 3484 — Sierra Madre, Calif.

Womens Society To Hear Talk On Work Among The Indians

Mrs. Louise Roe, who for a number of years has had charge of missionary activities carried on by the Dutch Reform Presbyterian Church among the Indians in the United States, will speak of her experiences at the meeting of the Women's Society of the Congregational Church next Tuesday. A luncheon will be served at 12:30. Reservations must be made with Dr. Adda H. Brady at 191-1, before noon Monday. Mrs. Hortense Hill will be chairman for the day, while Mrs. A. F. Snell will conduct devotions. Mrs. Waverly Pratt and Mrs. Warren Preston will be hostesses.

An appeal has come for good used clothing for students in Tillotson College, Austin, Texas. Any who wish to contribute to this Mission School are asked to bring garments to the church on Tuesday.

CHURCHES Church of the Ascension

Baldwin and Laurel Avenues
Rev. A. G. H. Bode, Rector

LENTEN PROGRAM . . . 1934

Sundays—

7:30 A.M.—Holy Communion.

9:30 A.M.—Sunday School.

11:00 A.M.—Morning Service

and Sermon by the Rector on the Call to New Endeavor on the part of all members of the Church, and Modern applications of our religion.

5:00 P.M.—Organ Recital followed by Social Hour in Parish House. A cordial welcome to everyone.

Wednesdays—

7:30 A.M.—Holy Communion and Intercessions.

7:30 P.M.—Men's Discussion Club. Anyone interested is welcome.

Fridays—

2:30 P.M.—Women's Study Class on "Christ in the Modern World," and meeting for work for Alaska.

4:30 P.M.—Prayer study and Intercession in Church.

Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.

11 a.m.—Sunday Service.

"Soul" is the subject of the Lesson-Sermon on Sunday, February 18.

8 p.m., Wednesday—Testimonial meeting.

Reading room open Monday, Wednesday and Friday afternoons from 2 until 4 o'clock.

Congregational

Rev. Arthur O. Pritchard, Pastor.

"Mastering Temptations" will be the topic of the morning sermon by the pastor.

On Tuesday at 12:30 p.m. the Woman's Missionary Society will hold its monthly luncheon. The speaker of the day will be Mrs. Roe, who will tell of the "American Indians" and work among them.

On Wednesday at 7:30 p.m. Dr. J. H. Heald, from Arizona, will speak on the "Man of the Desert."

On Friday the monthly district meetings will be held at four of the homes of the parish, Mrs. Glidden, Mrs. Rust, Mrs. Conners Twycross, Mrs. Morgridge.

St. Rita's Church

Rev. Hyacinth Clare, C.P.

Pastor

Sunday Services—7:30 a.m. and 10:30 a.m.

Tuesday and Friday—7:45 a.m. Weekly Masses at 7 a.m.

Foursquare Gospel

West Central Avenue

Rev. Daisy Lee Van Niekirk, Pastor

Friday—

7:30—The Crusade Band of Monrovia will have charge of the evening services.

Sunday Services—

9:45—Sunday School.

11:00—Morning Worship.

6:30—Crusaders.

7:30—Rev. Estelle Jones, child evangelist of Angeles Temple, with a group of talented child radio artists will provide the musical and instrumental program.

In A Social Way

A charming musical reception was given on Friday evening at the lovely home of Mrs. Fred Hooker Jones, 139 West Orange Grove avenue, by Mrs. Milford Thompson's division of the Congregational Women's Society membership drive.

An excellent program was presented by the trio, Gustave Rihard, piano; Alan Thompson, flute, and Guy Rihard, violin. Richard Knost, accompanied by Mrs. Knost, sang three selections, and Miss Dorothy Pratt rendered two songs.

The Jones home was beautifully decorated with peach blossoms, with the dining room a fairland of spring flowers.

Assisting Mrs. Phillip Senour who had charge of the dining room, was Mrs. H. Clay Reavis.

Dozen Kiwanians Decide Many Issues Seated About Table

Something new in Kiwanis took place at the Woman's Club on Tuesday when William J. Lawless acted as host and sponsored a "round table meeting" for 12 members. The regular luncheon affair had been abandoned because most of the members planned to attend the district dinner held at Monrovia yesterday.

The round-tables were served sandwiches, cake and coffee. There were no set speeches. Many interesting topics were discussed, mostly of a Kiwanis nature.

The regular meeting of the local Kiwanis on Tuesday, February 27, will be conducted by past presidents of the Sierra Madre club. They have been in a huddle and promise a program of surprises.

Bethany Church

(The Little Stone Church)

Rev. Stewart K. Sheriff, Pastor

9:30 a.m.—Bible School.

11:00 a.m.—Morning Worship.

Sermon subject, "Constraining Love."

3:30 p.m.—Junior C.E. Society.

6:30 p.m.—Jr. High and Young People's C.E. Societies.

7:30 p.m.—Evening Service

Sermon subject, "The Changed Life."

Prayer meeting Wednesday evenings at 7:30 o'clock.

Miss King's Bible Class, Thursdays at 9:30 a.m.

Sierra Madre Mission

66 Central Avenue

Pastor, Rev. Mrs. Velma Lessley

Sunday—

Sunday school 10 a.m. Classes for all ages. C. A. Dunnegan, Supt.

Morning Worship—11 a.m.

Evangelistic Worship—7:30 p.m.

Soloist, Nelson Goodwin.

Mid-week prayer meeting each Wednesday evening—7:30.

Young People's meetings, Friday evening—7:30.

Sat. p.m., 2:30 — Children's

Don't forget—THE NEWS print shop is equipped to turn out quality printing of every kind promptly and reasonably.

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45 NORTH BALDWIN AVE. — PHONE 242-1

Open 6 A.M. to 8 P.M.

Drop in regularly for our Home-cooked Dinner served from 11 a.m. to 8 p.m.

BRIDGE PARTIES

LA CASA VIEJA

Steak and Chicken Dinners 50c, 60c, 85c

PLATE LUNCH 40c

Real Home Cooking—in an Old Home

Thursday Night Special—Baked Ham, Sweet Potatoes (Old Southern Recipe)

Telephone 80

Reservations Preferred

BARGAIN PARTY

AUSPICES

Sierra Madre Masonic Lodge

Saturday, February 24

Dinner - Dance - Cards

5-Piece Orchestra

Auction, Contract and 500

PANCAKE & SAUSAGE DINNER

Observing These Rules Will Make Kite Flying Safe For Children

KITE flying season has come around again, and with it comes the necessity of impressing upon the boys and girls of this community the safety rules that should be observed to avoid the possibilities of accidents through the contact of kites with electric wires. Parents, school teachers and leaders of boy and girl organizations are urged to cooperate with the electric light and power, telephone and street railway companies in the effort to prevent kite accidents which might result in injury or death to children.

The first safety rule is for children to fly their kites where there is no likelihood of their coming near any electric line. And the children should remember that the kite string is at an angle and may pass over electric lines considerable distance away and out of sight.

Children should never attempt the removal of a kite that has become entangled in electric wires. The safety rule is, do not attempt to get the kite by climbing poles or any other means, but let it alone and call the electric company, telephone company or the street car company to which the wires belong. Men with proper equipment will be sent almost immediately to take the kite from the lines.

It is unsafe to attempt to pull down a kite which has become entangled in the electric lines because the wires may be brought together causing a short circuit. It sometimes happens in such

cases that the wires break and fall to the ground, causing danger of serious injury to anyone who may be near them.

It is dangerous to use wire or tinsel cord or Christmas cord with metal strands in it as a kite string. These materials are conductors of electricity. It is also unsafe to use wire or metal in any part of the construction of the kite itself, and the use of tinsel for decorating or tailing the kite should be avoided.

In flying a kite, use a good kite cord, but be sure that the cord is dry. A kite cord that is wet from rain or fog, or has become damp or moist when permitted to drag or lie on the grass in a field, becomes a conductor of electricity when it touches an electric line.

Special Services At The Monastery In Lenten Season

Lenten devotions, observed as a preparation for Easter and a time of special penitence, will be held every Sunday afternoon at 3 o'clock at the public chapel of Mater Delorosa Monastery. The opening service on Sunday will be led by Father Basil. St. Rita's choir will be in charge of the music. These services are open to the public.

On Good Friday the devotion of the Seven Last Words will be given at noon. Discourses will be delivered by Father Stanislaus.

SIERRA MADREANS ATTEND PTA MEETING

Sierra Madre was represented by the following ladies at the Founder's Day program of the Parent-Teacher's Association on Monday at the Marshall school in Pasadena: Miss Elizabeth Steinberger, Mrs. John E. Spoelstra, Mrs. E. E. Pulling, Mrs. D. Vanderpool, Mrs. Al Myers, Mrs. J. F. Key, Mrs. William Adwell and Mrs. Warren Preston. Mrs. Spradling, district president, and Mrs. Turner, vice-president of the State, were honor guests and speakers of the day.

State's Greatest Undertaking

by RALPH H. TAYLOR
Sec. Agricultural
Legislative
Committee of
California

CALIFORNIA, when it launches the vast Central Valley Water Project—greatest of all projects planned under President Roosevelt's multi-billion dollar public works program—will inaugurate the largest and most significant governmental enterprise in the State's history.

It is a project of tremendous possibilities—for good or evil—dependent largely on the honesty and efficiency of its administration.

The Central Valley Project, during the years just ahead, will have an important bearing on the conduct of government for generations to come. It will supply the answer, for instance, to the much-debated question: "Can government succeed in business?" If the answer is "Yes," it will mean many millions of dollars in benefits for the State and a new confidence in all governmental institutions. But if the answer should be "No," it will undoubtedly mean the end of public ownership in California, at least on any large, State-wide basis.

Weighing the advantages of the huge \$170,000,000 project, it affords the promise of immediate economic benefits in the employment of many thousands of men and in the stimulation of trade and industry. From this standpoint, it is of far greater magnitude than the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge rolled into one—and greater than the much-heralded Boulder Canyon Dam development.

And to thousands of farmers, if the project is successfully constructed and operated, it will mean an adequate water supply; relief from salt water encroachment; relief from costly litigation between down-stream and up-stream water users; relief from winter floods and the possibility of improved navigability of California's two great rivers.

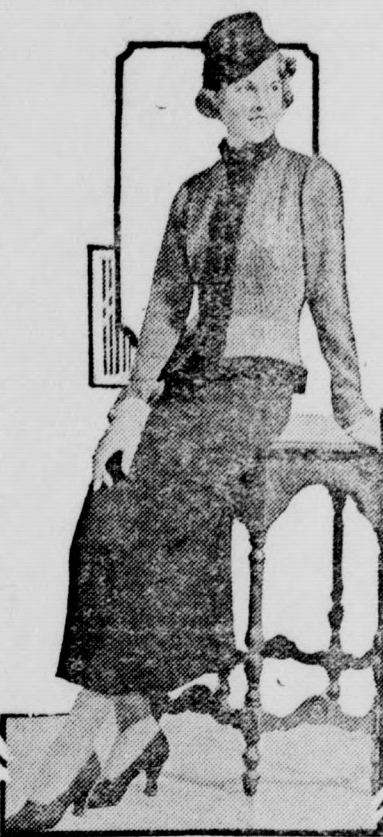
There is still the further prospect of a new supply of hydro-electric power, which sponsors of the project claim will result in reduced power rates for both farmers and home-owners, as well as industrialists.

Having counted the possibilities for good, it should also be admitted that selfish, political manipulation of the project might make it a costly experiment. California voters have not finished the job; they have merely started. And the Federal and State officials charged with administration of the great program should be held to strict accountability by an alert and aggressive citizenship.

The pledge that the project will be constructed without burdening the taxpayers must be guaranteed by making the program self-supporting. And the pledge that the new supply of water will be used to save what we have, rather than to bring new lands into production, is equally vital.

REMEDY REMOVES CAUSE OF STOMACH GAS
Most of stomach GAS is due to bowel poisons. For quick relief use Adlerika. One dose cleans out body wastes, tones up your system, brings sound sleep. At Leading Druggists. —adv.

For the Tea Hour



For the tea hour, this basque of a novelty black and white crepe bordered with black Persian lamb is worn with a black crepe skirt and Cossack cap trimmed with a gay red tassel.

EXPECT 150,000 AT BIG IOWA REUNION

The mammoth picnic reunion of the Iowans of the West is announced by Judge Carl A. Stutsman, President of the Hawkeyes, whose committees have arranged to care for one hundred and fifty thousand from the Hawkeye state at a rally, all day, Saturday, February 24th in Lincoln Park, Los Angeles. The picnic grounds will be transformed into a miniature Iowa and every county will be in its place. A great program of music and addresses will open at 2 p.m. at the band stand. Lieut. Gov. Frank F. Merriam will be one of the orators.

A. L. A. Activities

By Minnie Stinman
TWENTY-SIX members of Canyon City Unit 180, of Azusa, descended on our meeting of February 8, much to our surprise and delight. They were just in time to help us celebrate the ninth birthday of Unit 297. District President Irene Baker was also a welcome guest. Last Monday night, eight members of this Unit visited Unit 180 at Azusa, as the beginning of a series of visits during the Inter-Unit Visiting months of February and March. The district president was present and in her speech on Americanism, reminded us that some countries have strict laws regarding the employment of aliens.

For example, in England, no concern may employ more than one per cent of aliens, in Germany, not more than 3 per cent of the employees may be alien. In the lettuce fields of Imperial Valley, where recent strikes caused so much trouble, 95 per cent of the employees were aliens.

On Friday week, the district president and vice president entertained the presidents and membership chairmen in the parlors of the Congregational Church.

Our department poppy chairman urges each member of A.L.A. to wear a corsage of veteran-made red paper poppies for at least a week preceding Memorial Day. A penny a day put aside for this purpose will furnish the necessary funds without missing the money, and enable us to use a much larger number of poppies.

Each veteran is allowed to make 500 poppies. If we can use 1000 poppies this year, we will be helping two veterans, instead of the one we helped last year. There is no better method of rehabilitation than to provide work at which the disabled veteran feels he is earning the wage he receives. The A.L.A. chose red crepe paper for the material for making poppies because it is less expensive and more difficult to work with than cloth. It required so little effort to draw the stems through the cloth discs that there was no real benefit to the veteran in making fabric poppies. The more difficult task of fashioning the paper poppy affords mental diversion as well as satisfaction in work accomplished and self-respect from real wage-earning. Let's each plan now to own and wear a corsage of at least five poppies.

The preamble to our constitution is a list of ten purposes for which we associate ourselves together, and not one of them is for the selfish benefit of any individual, nor of the veterans of the World War, nor of the organization itself. It is true that the care of disabled veterans is one of our principal activities, but this work does not occupy a place among our ten purposes, of which one of the most important is, "To foster and perpetuate a 100 per cent Americanism."

At the first National Convention of the Legion in Minneapolis in 1919, a National commission was formed whose duty it was to endeavor to realize, in the United States, this basic ideal of 100 per cent Americanism. Knowing that this realization must be the result of years of patient, persistent effort, the commission planned a campaign of continuous constructive education having for its first object the combating of all anti-American tendencies, activities and propaganda.

At the same time, another sort of convention was being held in Chicago. It was here that the Communists organized in America, pledged to tear down and destroy all that we cherish and defend—religion, morality, family, home, ownership of property, inheritance, representative government, civil liberties and all the principles on which our Nation is founded.

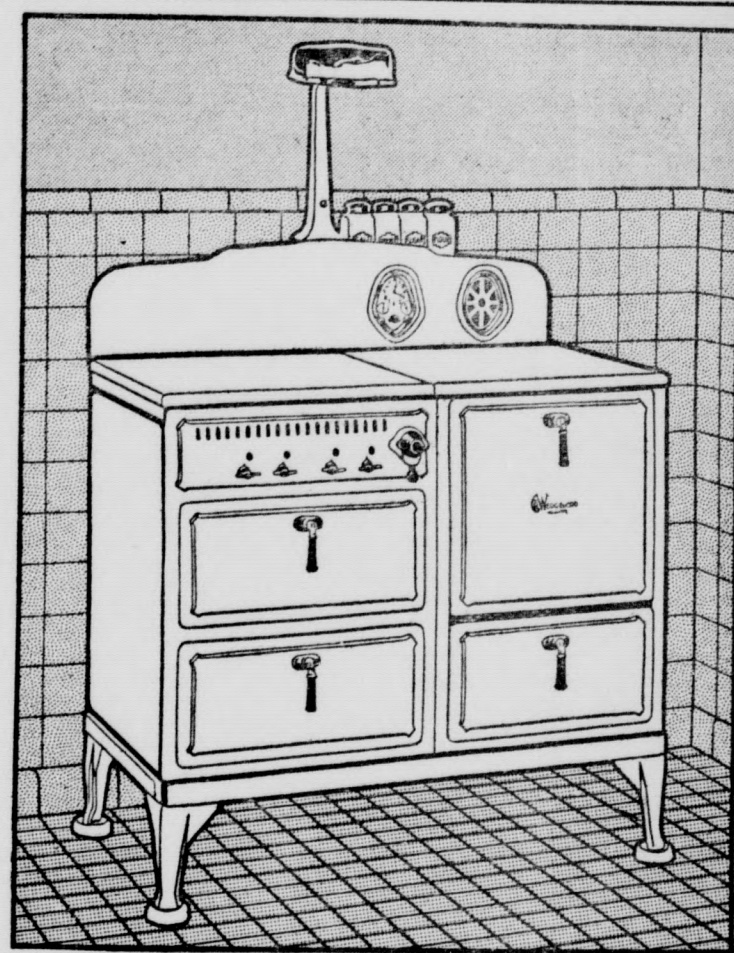
The American Legion, of which our Auxiliary is proud to be a part, stood ready to defend their country from this propaganda as soon as the need arose. Our best weapon is education, therefore we organize our Junior A.L.A., sponsor Girl Scouts, Boy Scouts, Campfire Girls and Girl Reserves,

promote observance of patriotic holidays, distribute flag codes, endeavor to stimulate a conscientious, responsible citizenship, and "inculcate a series of individual obligation to the community, State and Nation."

A. L. A. JUNIORS

By Betty Koon

Our meeting will be held at the City Hall basement, 2 p.m., February 17. Everyone be on time.



We have been appointed sole agents in Sierra Madre for the famous Wedgewood Range

Through the cooperation of the Gas Company we are able to install the above Wedgewood Range in your home complete, with your old range, for **\$80.55**

Sierra Madre Furniture Co.

"EVERYTHING FOR YOUR HOME"
TOM TYLER, Prop. PHONE 38

TYPEWRITERS

ALL MAKES
Sold — Rented
Exchanged — Repaired
Student Rentals 3 mo. \$5.00
Sold on Easy Terms
Parker Typewriter Company
"Over 30 Years Experience"
178 E. Colorado St., Pasadena

POTPOURRI

Carat Weight

A carat weighs 3.17 troy grains. The name is an Arabic one meaning bean or seed and it was the ancient practice to use beans or seeds to weigh precious stones. Such stones were described as being so many beans of weight, or carats. A carat has 4 carat grains, further divided in 16 parts.

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MEN'S SUITS
Cleaned and Pressed 80¢
OVERCOATS
Cleaned and Pressed 80¢
LADIES' PLAIN COATS
Cleaned and Pressed 80¢
PLAIN WOOL DRESSES
Cleaned and Pressed 80¢

JUST PHONE 3 for prompt and reliable service

Expert Repairs, Alterations
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AGENTS FOR SANITARY LAUNDRY

Sierra Madre Tailors Cleaners and Dyers

14 West Central Avenue — Sierra Madre

Your deposits with us have steadily increased since the first of the year. We are gratified, not only for ourselves, but for you, because this convinces us that your affairs are improving.

SIERRA MADRE SAVINGS BANK

COMMERCIAL --- SAVINGS
"Your Own Home Bank"

WE APPRECIATE YOUR BUSINESS

NOW! TEN BIG DAYS AND NIGHTS National ORANGE SHOW

FEBRUARY 15 TO 25
SAN BERNARDINO
The Most Beautiful Exposition in the World

NATIONAL HORSE SHOW

A SUPERB EXHIBITION IN A BEAUTIFUL SETTING

SCORES OF ATTRACTIONS EVERY DAY A BIG DAY!
Excursions MOTOR TRANSIT DIRECT TO GROUNDS PACIFIC ELECTRIC SPECIAL RATES

CALIFORNIA'S GREATEST MIDWINTER EVENT

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Show an actual profit on next year's reading! ... Your home newspaper and the 3 Big Magazines as shown ... All for the amazing, low price given below.



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◆ DELINEATOR 1 Year
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There is nothing more to pay—just sign the order form below and send to this newspaper at once. This offer is for old or new subscribers to this newspaper.

Our Guarantee To You!

This wonderful offer is available to old and new subscribers to this newspaper. We guarantee the fulfillment of all magazine subscriptions and you have positive assurance that this generous offer is exactly as represented. Renewals will be extended for full term shown.

PLEASE FILL OUT COUPON CAREFULLY

Gentlemen: I enclose \$..... Please send me the three magazines as shown above with a year's subscription to your newspaper.

NAME

STREET OR R. F. D.

TOWN AND STATE

Stark, Pathetic Drama Unfolds In Operation Of Home Loan Corporation

(Continued from Page One)

Escrow desks—on to the Closing Department and the Board of Final Examiners. Data it wanted. A file has gone astray and must be located. Outside a restless public waits for information. This is a government institution and the public must be served.

It would seem that the limit of human endurance had been reached. Then the order comes to double the output. More appraisals must be made. . . . Two hundred loans have been completed daily. Now there must be four hundred. The force gasps, at first takes a fresh breath—then buckles down to do the seemingly impossible. Homes are in the balance.

Columns of figures . . . statistics . . . cold type. But they represent a humane purpose. Every employee knows that. Back of each runs a thread that touches a human heart. . . . men, women, children. That is why clocks and calendars are ignored in this mad dash to render service.

Writes to President

But the public is not always grateful. And there are those who are still uninformed. I might cite the case of the woman who recently sent a letter to this office. "Unless immediate action is taken on my application," she wrote, "I shall write to President Hoover."

Many of the requests for assistance come in by mail. There is a department that devotes full time to answering incoming correspondence. Scores of distressed home owners write or wire directly to President Roosevelt.

Those cases which come within the jurisdiction of this branch are returned here, of course, by the President's secretary, with instructions to give them immediate and careful consideration. Here is one that tells its own story:

"Dear President Roosevelt: I wouldn't think of bothering you with our personal troubles if we

could find any other way to solve them. Ever since your radio message to those faced with similar problems I have realized how your burdens must have increased. But we have used every resource at our command, so finally we too come to you.

Turned Deaf Ear

"During the last year we failed to keep up the monthly payments, also the interest, and for a month or two ahead we may not be able to meet them. But we have made every effort to pay off our mortgage, the . . . of New York.

"They have refused to consider the Home Owners' Loan bonds. Their representative here stated that where the property is worth more than the mortgage, they prefer to take the property.

"We gave \$600 for the property in the raw, have paid off \$2000 and spent \$2000 more on it, leaving a first mortgage of \$4700 with last year's taxes included. At their appraisal it is still worth \$6500 even with the present real estate values. To us it is worth ten times that because we planned it as a home for our child—a background for her childhood—and she has grown up there through her baby years. You know what that means.

"We are not nomads. We came to California from Virginia to make our home. We have been good Californians, and now the work and savings of many years seem to be in grave danger because a big financial institution

isn't satisfied with Government bonds and safety for its policy holders. It must take homes from hardworking young couples if, by the taking, they can make 7 and 8 percent rather than 4 percent.

Can't Borrow \$500

"It is impossible for us to borrow the \$500 that we are behind, or refinance the mortgage at present time unless . . . will consent to take the

Home Owners' Loan bonds. Is there no way to protect us as they have already taken necessary steps to foreclose?

"My husband is a hardworking representative of the . . . and is convinced he will not have another year like the past one but what will he have to look forward to if everything we have saved it taken?

It isn't for him though, or for me, that I am putting before you our problem, but for Betty Anne and all the other tiny children throughout our countryside who for the first time in the history of the world are being burdened with the treachery of the economic system under which we struggle. Home and parents should mean to them always—protection, peace and love. We can not teach them to have faith in either themselves or God as long as they are the victims of the money lenders. Something is decidedly wrong, and for the first time in political history one man has had the courage to call the money lenders to account, to fearlessly criticize them. Even the tiny children feel that their safety lies in that man's hands rather than God's.

"Your name is spoken by them with as much reverence as 'mother' or 'dad' . . . not as one speaks of a figurehead but as one who understands. If homes can be saved, people can keep the faith, our children can grow up with faith in their country—in God.

Unique Experience

"Betty Anne will always be grateful to you. In our hearts out here on the Coast you are a very real person back there in the White House. It is a most unique experience to be writing to our President about our mortgage, but Betty Anne said: 'Mother, I'm going to tell Roosevelt about it.' So I have.

"Thank you for even listening, and tell me something I can do to be of service to you, whether you can help us or not.

"Most loyally . . ."

The letter quoted is not an extreme case. It is only typical of the thousands that are pouring into this Corporation. Probably the greatest pathos is found in those of men and women in their sixties, seventies and even nineties. Good, honest, to the ground, in the sunset of life, pleading that their homes might be spared to them for a little while longer.

This business of saving homes for people is a serious one. It takes a stout heart to listen to their tragic pleas day after day. One never seems to become hardened to it. But occasionally a laugh filters through this maze of distress and misfortune.

I saw George Schmutz passing along the corridor the other day (George is the able assistant of Chief State Appraiser Shattuck). A broad smile played about his mouth. Perhaps he had just read the report of the field appraiser who noted, among other defects about a home, that the foundation is too close to the ground. Or it might have been the other one, who, failing to find the husband applicant at home, wrote down: "but his wife made a good impression."

An Envious Record
A fine, conscientious corps of appraisers working out of this office though. And they are rendering invaluable service.

Just yesterday I read a letter that had been returned from Washington. This appeal for assistance had been directed to Theodore Roosevelt. Will the good people ever get those Roosevelts straight?

The Los Angeles District office has hung up an enviable record for accomplishment. Thrown hastily together only last August for a gigantic undertaking, the organization functioned awkwardly, at first. But within a short seven

"Make '34 Safe"



"A good idea for auto drivers, too," Rosemary Brown may be telling sister Joan. Photo shows one of 21,200 monthly posters just issued to all junior and senior school classrooms by the Automobile Club of Southern California public safety department.

months it has developed into a fast, smooth-working machine. Loans are being closed at the rate of more than two hundred a day. More than thirty thousand applications are on file, representing over \$87,000,000 in real property. The nearest competing State office in business volume is San Francisco with approximately 4000 applications.

The Los Angeles office has completed 18,000 preliminary appraisals, 10,500 fee appraisals, and has stopped foreclosure on 4000 homes. Loans completed aggregate \$4,000,000.

It is not surprising that this branch has made such splendid progress when one is familiar with the character of men who are responsible for its conduct. Monroe Butler, State manager; Mark Stanchfield, assistant State manager; Charles Chattuck, chief State appraiser; Harvey Harris, district manager; and John J. Caplis, chief district appraiser are all rugged, aggressive men. They are skilled executives who possess a full knowledge of human affairs—men who have themselves rubbed elbows with Adversity. It takes men with sane judgment and broad sympathy to administer to a distressed, though enlightened, people.

More Than Theory

It would be hazardous to predict just what part the Home Owners' Loan Corporation shall take in the economic structure of the distant future. It is an emergency agency, therefore of temporary stability, unless the Congressional act which created it shall be broadened to make it more permanent.

But I am certain of one thing. The standard of service to home owners it has established shall never be let down. Home makers have tasted of a new kind of justice. The tentacles of greedy enterprise shall not be permitted to fasten again on peaceful, thrifty American homes. The New Deal has been made more than a theory. It is a throbbing, living reality.

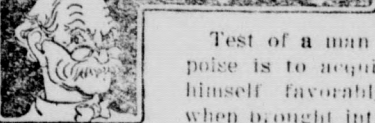
And some day little Betty Anne, grown to womanhood, will turn back in retrospect to those hours when she tucked her dollies in bed. More than ever then she will express her gratitude to the kindly man now in the White House for having made it possible for her to keep and enjoy her childhood home somewhere over there near the Verdugo hills.

Government Loan Big Boost For The Avocado Growers

Recognition by the Federal government of the importance of avocado marketing and of the highly excellent financial position of the local industry's marketing exchange for growers was revealed this week, when the Calavo Growers Exchange received a \$60,000 refinancing loan from the Federal Bank for Cooperatives, it is announced yesterday. This refinancing will save growers thousands of dollars, and will also pay in full all existing land and building contracts of the exchange, according to C. H. Young, comptroller.

Equity of calavo members in their exchange, the Federal Bank's examinations reveal, has more than doubled since two years ago, a most remarkable achievement in present times. And despite the "depression," the total debt of the exchange has actually been reduced one-fifth since January 1, 1932. While growers now have no liability whatever if liquidation should ever take place, due to a recent law, their total assets in the exchange are now rapidly increasing, and amounted to over \$121,000 last December 31, it is also revealed.

Patience Saver



Test of a man's poise is to acquire himself favorably when brought into the presence of the local ladies' sewing circle.

Natural Methods Health Home and Clinic

'CARE OF THE BODY' Principals of Treatment both acute and chronic ailments

Special attention to the treatment of asthma

Diet, Sunbaths, Colon Therapy, Physiotherapy . . . low weekly or monthly rates. Comfortable rooms. Office treatment to outside patients.

247 E. Foothill Blvd. Monrovia

WILBUR C. WAGNER, D.C. Director

Former Associate of Dr. Phillip M. Lovell, Editor "Care of the Body" L. A. Times.

Phone Monrovia 1041

Look Out Fellers!

Do not fly kites near Electric Wires!

Kite-flying time always brings heaps of fun to thousands of boys and girls. But in past years, kite-flying has resulted in serious injury to a few whose kites came in contact with power-lines. Every boy and girl should know these

3 SAFETY RULES

1. Do not fly kites anywhere near electric wires.
2. Never use wire or tinsel cord, or cord that has become damp from rain or fog.
3. If cord is caught in Power-Line, let go! Do not pull it. Call the power company to remove it and get your kite back for you.



SOUTHERN CALIFORNIA EDISON COMPANY LTD.



IN YOUR GARDEN

GARDEN NOTES

By Jessie Ward Russell Landscape Gardener

ANYONE can grow their own Pussy Willows. They grow on tall shrubs and will thrive under almost any conditions. After the leaves fall in the winter, the branches can be cut and the little brown caps removed from over the buds and there will be the little silvery velvet "Pussies."

The branches when placed in water will keep fresh all winter and the buds will keep on developing and opening up until they fluff out into yellow tassels. A few stems of Pussy Willows mixed into a bouquet will give it a spring-like appearance.

An ornamental shrub that can at the same time be very useful is the Strawberry Guava. It grows into a bushy plant with dark green, glossy foliage. The fruit has a decided strawberry flavor, is almost the size of a large strawberry and is dark red in color. It can be used to make a strawberry-flavored short-cake by cutting the fruit in half and scooping out the seeds in the

center of the fruit. The fruit should be mashed and sugar mixed with it.

For jellies, the strawberry guava is highly prized as it has a delicious flavor all of its own. The fruit ripens in the fall and early winter months. Many use guava bushes for hedges to divide off the rear yard from the front part of the garden.

The guava is easy to grow but does need one consideration and that is plenty of water. If it is allowed to dry out enough to wilt, it will drop its fruit.

Another useful ornamental shrub is the Natal Plum or Carissa Grandiflora. The fruit of this shrub is about the size of small plums. They are dark red and have sweet, cranberry flavor. The flowers are white and star-like, intensely fragrant. They resemble large jasmine blossoms. The foliage is very handsome, dark glossy green. This shrub can be used anywhere where a densely foliaged shrub is needed for it is always good looking. The flowers and fruit are found on the shrub at nearly every season.

Go This Carefree Way To The 24th National

ORANGE SHOW

SAN BERNARDINO—FEB. 15 to 25

THIS year, "California's Greatest Mid-Winter Event" presents the National Horse Show as an added attraction to the gorgeous feature displays and elaborate exhibits of the golden fruit amid a contrasting decorative motif of ice palaces and winter scenes. . . . continuous programs of music and entertainment featuring orchestras, bands, singers, dancers, etc., every day a big day!

Make your trip to the Orange Show a real pleasure trip. . . . rest, relax and enjoy the scenery along the routes of the Big Red Cars. . . . no driving strain, no traffic jams, no parking costs. . . . you save in many ways when you go via the Big Red Cars.

Ask your Agent or Conductor about the Low Roundtrip Fares and Convenient Schedules



Ride the **BIG RED CARS** PACIFIC ELECTRIC RAILWAY

Agent—George E. Mesecar—Central & Baldwin—Phone 219-3

If your set is growing WHISKERS



- its reception is fuzzy too.

An up-to-date radio set is not merely simpler to tune in. Its tone is incomparably better. Find out from your dealer how radio has advanced in the past two years. Lower prices. . . . easier terms.

Southern California Edison Company Ltd.

Take Snapshots at Night . . .

If you're not taking snapshots at night you're missing some most interesting subjects for your album.

With the new "SS" Pan Film and a few Mazda Photoflood lamps, you can have excellent results with little effort or expense. Stop soon for details.

HARTMAN Professional Pharmacists
The Rexall Drug Store

Attorneys		Physicians and Surgeons		Chiropractors	
Marcus A. Woodward Counselor at Law Office Hours, Afternoon and Evening 99 Suffolk Ave., Sierra Madre Phone 72, Sierra Madre		M. H. A. Peterson, M.D. Physician & Surgeon 65 E. Central Ave. Phone 60, office and residence Hours 2 to 4 p.m. Daily except Saturday and Sunday and by appointment		DR. W. C. WAGNER, D.C. Dietetics Specializing in Gastro- intestinal Disorders Sanatorium Facilities 247 E. Foothill — Monrovia Phone Monrovia 1041	
Victor O. Schmidt Attorney-at-Law 18 WEST CENTRAL Office Phone 309 Residence Phone 244-4		Geo. W. Groth, M.D. 122 N. Baldwin Calls Answered Day or Night PHONE 20		Undertakers GRANT Funeral Parlors 201 W. CENTRAL Telephone 93	
Dentists Dr. J. L. Woehler Dentist Sierra Madre Hotel Bldg. Telephone 184-4 Evenings by Appointment		Dr. J. C. Couturier Physician & Surgeon Office and Residence 463 W. Mariposa Ave., corner Park Phone 16		Contractors Frank M. Hildebrandt Contractor & Builder 1326 S. 6th St., Arcadia, Cal PHONE Sierra Madre 232-4 License No. 2886	
Warden & Tiller DENTISTS Hours—8:30 to 12; 1:30 to 5 Phone 186-1 522 W. Central Office Closed on Fridays		Osteopaths Dr. C. L. T. Herbert Osteopath Office in Patio S. M. Hotel TELEPHONE 260-1 Res. Phone 215-1		Plumbing Plumbing and SHEET METAL SIERRA MADRE HARDWARE CO. 31 West Central Phone 98 Night: Phone 299-4	
Eye, Ear, Nose, Throat Dr. Frank E. McCann Specialist Eye, Ear, Nose and Throat, and fitting of Glasses. Office hours 10-12, 2-4:30. 207-8-9 Citizens Bank Bldg., Phone 470, Monrovia.		May Culbertson Laidlaw OSTEOPATHIC PHYSICIAN Hours by Appointment Office and Residence 83 N. Sunnyside—Phone 296-2		The NEWS prints the NEWS while it is news and prints it first!	
Dr. W. G. Barks OPTOMETRIST Glasses Fitted, Lenses Replaced Examination by Appointment 589 S. Myrtle Ave. MONROVIA, CALIF.		Telephone Rent Paid? DISCOUNT IF PAID BY 10th Office Hours: 8 a.m. to 5 p.m. Saturday, 8 to 12		Sierra Madre License No. 5142 State License No. 7849 W. J. ROPP ELECTRICAL WIRING AND REPAIRING Estimates Furnished — Work Guaranteed 45 WEST HIGHLAND AVE. PHONE 216-4	
Music Teachers Claramae Stamm Concert Pianist, Teacher Studio—55 Olive St. BEGINNING—ADVANCED ARTIST COURSES					

New Venture In Adult Education Planned For Cities Of Southland

A NEW venture in adult education in Southern California, planned by the school of merchandising, University of Southern California, as an effective aid to merchants, salesmen and newspaper advertising men in meeting new conditions of commercial practice, will be inaugurated in Pasadena on February 19. Organized as the Institute of Store Management and Retail Selling, and sponsored by the Southern California Edison Company, the new educational program will provide a practical presentation of the important phases of merchandising as they apply to the sale of electrical appliances at retail. A series of eight Monday evening lecture meetings will be held simultaneously in eight Southern California cities.

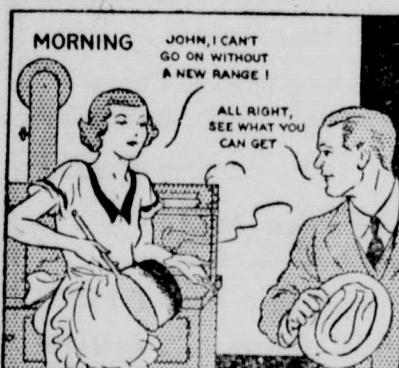
The institute staff is composed of members of the faculty of the University of Southern California school of merchandising and other recognized authorities on practical merchandising and advertising.

purpose of the institute in obtaining the lecture services of these authorities to carry forward the company's program of cooperative business building efforts with retail dealers and newspapers.

"Steady increases in employment and their effect in stimulating buying are no longer matters of prophecy but already are showing results," H. G. Rice, manager of the merchandising department of the Edison Company declared. "With purchasing power being restored, thousands are planning to satisfy their desire for conveniences which they were not able to buy during hard times. A vast replacement market exists among other thousands who are still trying to get along with obsolete equipment until they are able to replace it with new models and new designs. It is to help the merchant and the retail salesman to meet this new condition and to further enable the advertising man to keep abreast of the new times, that the institute will function."

Sessions of the institute will be held weekly in Pasadena, Huntington Park, Long Beach, Pomona, Santa Ana, Santa Barbara, Santa Monica and San Bernardino beginning with the meeting of February 19 and continuing until April 9. Enrollment is being made at the Edison company offices.

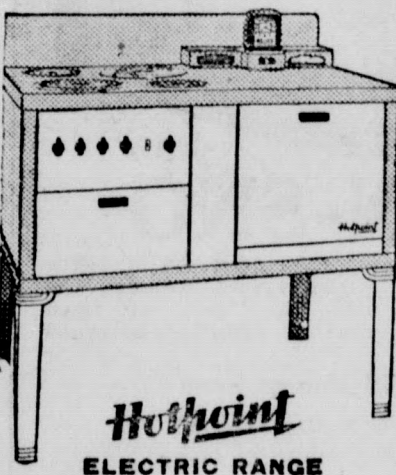
BETTY'S DISCOVERY



Look Twice
before you buy
any range . . .

Look once at old-fashioned ranges. Look again at Hotpoint, the electric range which will be modern for years to come. Hotpoint cooks with a clean, flameless electric heat which does not soot-blacken pots or pans. Come in today, learn the astonishing facts about electric cookery.

LOOK TWICE!
SEE AN Electric RANGE



SIERRA MADRE
HARDWARE CO.

Here's Your Opportunity to save many dollars.



Build now! If you were planning to build in a few months, do it now. Codes are rapidly being established and prices are advancing. This means that not only materials but workmanship will be higher.

Call on us—see how economically your dreams can be carried out.

S. M. Lumber Co.

35 E. Montecito Ave.

Phone 23



Nearly 7 per cent of motor cars on roads today have defects which increase hazards of driving, according to figures of 42 state motor vehicle inspection campaigns covering 22,702,000 cars. Three-fourths were found lacking either in adequate brakes, lights, horns, steering mechanism, windshield wipers, rear vision mirrors or safe tires. Worst of all was the condition of brakes - nearly 40 per cent being unsafe. No matter how safely a motorist drives, if his brakes fail, if his vision is obscured, if his lights do not show the road ahead, he is exposed to an accident every time he operates his car.

California farmers during 1933 received an aggregate income from agricultural crops, live stock, and livestock products of \$408,395,000, an increase of 9.8 per cent over the income for 1932, according to the California State Chamber of Commerce. It is estimated that the cash income per farm during the last year was approximately \$3,000.

All of the 66,500 CWA employees of Los Angeles County will be given a medical examination, according to an order issued today by Charles G. Wheatland, CWA health and safety director. The examination is to determine the physical fitness of the workers on the various CWA projects, to reclassify them according to their physical fitness for certain duties, elimination of unfit workers, insure safety, and meet the Federal compensation requirements.

One dollar a month is the cost of living in Upland, including police and fire protection, street construction and maintenance, street lighting, sewerage disposal, health supervision, dairy inspection, library, and general government. The 5,400 residents will pay \$65,393, the amount of the 1933-34 budget. In 1929 the per capita cost was \$1.50.

California is the twentieth State in the Nation to use the sales tax as a means of increasing its revenues. It was disclosed today in a survey released by the California Taxpayers Association. It is the only State in the union which places administration of the sales tax on the shoulders of the State Board of Equalization. California's rate is higher than 18 of the other 19 states using a sales tax. Arizona charges 2 per cent, as does Illinois, Mississippi, North Dakota, Oklahoma, and Oregon. North Carolina charges 3 per cent. Indiana charges 1 per cent.

Authorities are finally beginning to realize what a real menace to public safety is the drunk driver. Los Angeles has an ordinance increasing the fine for drunk driving from \$50 to \$500, also providing jail sentences of from 50 days to six months. San Marino was one of the first of the smaller cities to jump its penalty from \$50 to \$300, with a six-month prison sentence. A San Dimas man convicted of driving a truck while intoxicated was given from one to ten years in San Quentin. A score of Southern California cities have tightened up their local ordinances plenty and the Los Angeles county Superior court judges have entered into an agreement to deal out prison sentences in all cases that come before them. All this ought to help—a lot.

A survey of Chicago's clothing and department stores revealed that clothing sales have increased 60 per cent in recent months and that not a single dealer failed to increase his business over the corresponding period last year.

Nearly twice as many signatures as are required (200,000) have been secured to initiative petitions proposing to legalize the sale of liquor by the drink, with or without meals, in legitimate eating establishments in California.

PTA WILL PRESENT PUPPET SHOW TONITE

Ruth Gentle's famous marionette show of Hollywood is coming to the grammar school auditorium this (Friday) evening at 7:30 o'clock. There is to be Peter Rabbit, The Circus, including the Clown as master of ceremonies; a dancing donkey, a juggling seal, snake charmer, boxing kangaroo, etc. Also there is to be a Valentine Dance of the dolls. This is given under the auspices of the Parent-Teacher Welfare Fund and should prove very entertaining for parents and children alike.

a gain of 19.4 per cent Los Angeles reported a gain of 18.3 per cent.

California business began the new year upon a higher level of activity than a year ago and has continued considerably above the early part of 1933, according to a survey covering major lines of industry and agriculture just completed by the California State Chamber of Commerce. The closing months of 1933 indicated an increase of 9 per cent over the same period of a year ago. Building activity in this period finished 16 per cent above the first quarter.

More than 150 fiestas will be held in California during the year 1934, making this year outstanding for community activities commemorating historical events, and drawing attention to the economic and recreational assets of the State. Southern California

shares liberally in the schedule of fiestas for this year, having approximately 65 events already scheduled, exclusive of winter sports carnivals in the mountain areas.

Men's Work Shoes \$2.95 and \$3.75

Men's Dress Oxfords, brown or black
\$2.45 to \$5.00

Ladies' Silk or Chiffon Munsing Wear Hose 59¢ pair

HOOD TENNIS SHOES
Guaranteed Shoe Rebuilding

Olsen's Shoe Store
34 North Baldwin

SAFEWAY and PIGGLY WIGGLY

PENNY PRODUCE SALE

Garden Foods for Lenten Menus Featured in A Special One Cent Produce Sale

1c CABBAGE Crisp, solid, Imperial Valley cabbage. Freshly-picked.	1c ONIONS Young, green, spring onions. Solid, clean and fresh.
1c TURNIPS Clean, fresh, white turnips. Full bunches, freshly pulled.	1c CARROTS Fresh-pulled, crisp, firm carrots. Washed and cleaned.
1c ORANGES Medium size Washington Navel oranges. Seedless, juicy.	1c RADISHES Firm, crisp, clean, young radishes. Freshly-pulled.
1c GREENS Crisp, clean and fresh mustard greens. Washed, inspected.	1c PEAS Green, crisp, full pods. Buy 3 pounds.

Burbanks 10 Lbs. 25c Well-shaped, even-sized, fancy Stockton Burbanks.	Hearts of Celery 4 Stalks 5c Tender, crisp, white celery hearts.	Rhubarb 2 Lbs. 15c Hothouse grown, strawberry rhubarb.
Apples Newtown Pippins 5 Lbs. 19c Crisp, juicy Newtown pippins, for cooking, eating.	Celery Firm 5c Chula Vista variety, long white stalks.	Grapefruit Sweet 2c Sweet, seedless grapefruit, Arizona or Imperial.

TUNA MISSION CHOICE 2 Cans 19c Appetizing sea foods. Mission choice or Chicken of the Sea. Fancy.	CHICKEN OF THE SEA 2 Cans 25c Pure cane sugar, in paper bags. Also in cloth bags at 10 pounds for 41c.	SUGAR PURE CANE 10 POUND BAG 39c
EGGS LARGE FRESH LUCERNE-DOZ. 19c Large size, fresh extras, candled inspected, and packed in cartons.	MILK MAX-I-MUM DOZEN 4 CANS 21c Whole milk, evaporated to the consistency of cream. Whips easily.	CAKES OLD-FASHIONED 20-OZ. MARBLE POUND EACH 25c Grandma's Old Fashioned Marble pound cake. Special Fri. and Sat.

Airway Coffee 19c Freshly roasted. Ground to your order.	A-1 Flour No. 10 Bag 45c Globe Mills Family Patent flour.	Flour Golden Heart No. 10 Bag 37c Tested and retested to assure success.
Olives Elsinore Ripe No. 1 Can 15c Large, meaty olives. Flavor cured.	Macaroni Golden Age-Pkg. 6c Also quality Spaghetti and Noodles.	Peaches 2 25c Libby's De Luxe. Fancy, large halves.

M'mallows 1-Lb. Pkg. 15c Fluff-i-est—freshly made, white puffs.	Prunes Sunsweet 2-Lb. Pkg. 14c Medium size, tenderized, pasteurized.	Mayonnaise Qt. Jar 44c Best Foods Double Whipped. Ft. 24c.
Beer Brown 3 11-oz. Bot. 25c 1.2% or 5 1/4% types. Limited on 3.2%.	A-1 BISCUIT 10-oz. package 25c Shredded 12c	DINA-MITE 23c Wheat Cereal 3-oz. package

GOLDEN HEART 10-oz. package 15c Pancake Flour	CAMEL 2 25c Cigarettes pack of 20.	TOBACCO Prince Albert 2 for 25c 2-oz. tin.
FARINA Quaker Irradiated 14-oz. package 10c Instant 1-oz. tin 22c	MUSTARD Libby's prepared 3-ounce jar 8c French's Cream 13c	CHECK'R OATS Ralston's Redi-Cooked, 20-oz. 7c Quaker Oats 8c

S. A. S. 12c Cleaner 4-pad size	CHORE GIRL 8c Metal Sponge Each	RALSTON 21c Wheat Cereal 24-oz. package
BRAN FLAKES 8c Post's 8-oz. package	CATSUP 10c Veto Tomato 11-oz. bottle	ASPARAGUS 10c Santa Cruz, All Green, 11-oz. can

SILK'S RICE 10c Spanish Style 16-oz. can	AUNT JEMIMA 10c Pancake Flour 20-oz. pkg.	Snacks 5c Fillet of kippered herring, No. 3/4 tin.
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Featured This Week-End In The Meat Department

Ham Whole or Half 15c Arm's Star or Hauser's Pride hams.	Bologna 2 Lbs. 25c Wiens, minced ham, and frankfurters.	Hens Colored 22c Fresh-dressed, dry-picked, colored hens.
Pot Roast 8c Cut from chuck of fancy quality beef.	ROUND BONE 13c Boneless 13c	PRIME RIB 15c Rump Roast 15c
GROUND Beef, Freshly Made, Per lb. 9c SAUSAGE 15c	BACON In Piece (Except Center) Per lb. 14c HAM SLICES 19c	OYSTERS Large, Fresh N. Y. Count, Dozen 23c SCALLOPS Fancy Quality Per pound 29c

Tillamook 17c Oregon full cream—Tillamook brand.	Cheese 9c Fine quality cottage cheese—in bulk.	Sea Bass 15c Fresh caught. Fillet of sea bass, 18c lb.
Black Cod 14c Northern caught. Fillet of cod, 18c lb.	SWORDFISH 22c Fillet. Per pound.	SALMON 19c Northern. Lb.

Prices effective Thursday, Friday, Saturday, February 15, 16, 17, within 35 miles of Los Angeles.

EVERY FRIDAY IS FAMILY CIRCLE DAY—GET YOUR COPY—IT'S FREE.



Meat and produce values at Safeway and Piggly Wiggly operated departments only. We reserve the right to limit quantities.



ATTEND THE NATIONAL ORANGE SHOW AT SAN BERNARDINO FEB. 15-25.



WANT ..ADS..

Classified Rates

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p. m. Wednesday may be run under heading "Too Late to Classify."

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 11:15a

For Sale REAL ESTATE

TO CLOSE AN ESTATE—No. 78 Hermosa will be sold much below its value. See any real estate agent or F. O. Nichols, 45 Olive street. —20*21c

4 ROOM frame home. 50x150—\$700. Sierra Madre Realty Co. —21c

THE MOST complete home 5 rms and breakfast room; good location; excellent condition. \$3500. Easy terms. T. W. Neale, 22 N. Baldwin. 19c

BEAUTIFUL half acre lot on E. Mira Monte. Never offered before for this price of \$1200. T. W. Neale, 22 N. Baldwin. —19c

MISCELLANEOUS

STRICKLAND'S Feed Store —Laying Mash, Scratch, Poultry Food. —38:1

A PRINCE wishes to correspond with refined lady. Must have means and keep secret. 4002 East 58 Street, Cor Corona & 58, Los Angeles. —21*31

ORIENTAL—Domestic Rugs cleaned, repaired by native workmen. S. M. Mardigan, Dept. Mgr. Pasadena Storage Co., 55 S. Marengo, Wakefield 6131. —5:tfi

D.U.V.C.W. FOOD SALE, tomorrow. Roberts Market. —21:1

STRICKLAND'S FEED STORE —Birds, cages, flowers, fertilizer. —38:1

WANT LISTINGS of houses and lots for sale and rent. T. W. Neale, 22 N. Baldwin. —21:31

FOR SALE MISCELLANEOUS

REAL BARGAINS in used tires: 2—600x19; 2—600x20; 6—550x19; 6—550x18; 1—450x20; 1—475x19; 1—700x19. 258 Adams St.

ROSE BUSHES 25c shrubs and trees 15c. 25c. 35c. Fruit trees 50c. Bedding plants, 15c doz. Cow fertilizer 25c sack. Ward Nursery and Florist, Mt. Trail & Laurel, Phone 1614. —17*

FOR SALE—Covered Wagon house car; fully equipped; like new. 657 Woodland Dr. —20:e

CUT FLOWERS—15c and 25c bunch; Funeral sprays \$1 up. Ward Nursery & Florist, Mt. Trail & Laurel, Phone 1614. 20:e

RENTALS

FOR RENT—Furn. 57 E. Central. Sierra Madre Realty Co.—17:d

HOUSE for rent; furn. 47 Bonita Ave. Phone 2054. —19:d

As the demand grows for Sierra Madre Real Estate

so
will
the prices rise

Humphries

Values are O.K.
Prices are Low
Now is the time
to buy

REAL ESTATE

Arrange Unique Program For OES Social Tomorrow

Different than the usual patriotic program will be the Military Skirmish of the Eastern Star Saturday night, 8:30, at the Masonic Temple. A short, interesting and inspiring patriotic program will be followed by a military march and skirmish—which is just another name for the games the gentlemen and dames of 1776 played—and the evening will wind up with a real old-fashioned dance, the cotillion, the scottische, the quadrille and the rest of them.

The entertainment is open to the public and guests are requested to wear colonial costumes if they wish but should not stay away from lack of them. To defray the expense of the evening a silver collection will be made. We invite all readers of this column to enjoy the evening with us and become acquainted in the good old "village-like" manner.

"Bargain" Party To Be Held By Masons

A "Bargain Party" will be held by Sierra Madre Masons at the Masonic Temple, Saturday, February 24. A pancake and sausage dinner will be served and a fine five-piece orchestra will furnish music for dancing. Auction and contract bridge and 500 will be played and a surprise entertainment program has been arranged. Bargain party tickets are on sale at Roberts Market at 49 cents. Everyone is cordially invited.

Visiting Firemen See Movie Films Of The City's Beauties

Seventy members of the San Gabriel Valley Firemen's association, many accompanied by their wives, were guests of the Sierra Madre firemen at a luncheon, entertainment and dance at the Masonic Temple last night. It was a most enjoyable affair. A feature of the entertainment was the showing of 600 feet of a Sierra Madre moving picture film being made for the firemen. It showed shots of last year's Wistaria Fete, the Easter party sponsored by the firemen in City Park last spring, this winter's Christmas tree and party, the city's spreading grounds and water basins in operation during the New Year's storm, scenes in Sierra Madre canyon and beautiful homes and gardens here. The firemen plan to take the film around to various meetings and conventions the membership attends.

D.U.V.C.W. FOOD SALE tomorrow (Sat.) Roberts Market.—adv.

STAD, will sell at public auction to the highest bidder for cash (PAYABLE IN LAWFUL MONEY OF THE UNITED STATES AT TIME OF SALE), at the Eastern entrance to the Hall of Justice, facing toward Spring Street, Los Angeles, California, all right, title, and interest conveyed to and now held by it under said Deed or Transfer in the property situate in the City of Sierra Madre, in said County and State, described as Lot Three Hundred Eighty-nine (389), of Tract Number Two Thousand Four Hundred Fifty-six (2456), Sheet 3, in the City of Sierra Madre, County of Los Angeles, State of California, as per map recorded in Book 31 Page 55 of Maps, in the office of the County Recorder of Los Angeles County.

Said sale will be made, but without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of said note, to-wit, \$575.00, with interest from July 15, 1930, at the rate of Seven per cent per annum, compounded monthly; and advances, if any, under the terms of said Deed or Transfer; fees, charges and expenses of the Trustee and of trusts created by said Deed or Transfer.

The beneficiary under said Deed or Transfer, by reason of a breach or default in the obligations secured thereby, heretofore executed and delivered to undersigned a written Declaration of Default and Demand for Sale and written notice of breach and of election to cause the undersigned to sell said property to satisfy said obligations, and thereafter, on October 24, 1933, the undersigned caused said notice of breach and of election to be recorded in Book 12316, Page 285 of Official Records in said recorder's office.

Dated February 8, 1934. SECURITY-FIRST NATIONAL BANK OF LOS ANGELES, as said Trustee

By J. VEENHUYZEN
Vice President

By W. W. FRENCH
Assistant Secretary.

CR-2968. —21,22,23



Mrs. Blanche Keene and Russell Keene spent Sunday in Anaheim.

Mrs. Hurley and son, of Kentucky, are residing at the Mira Monte Hotel.

Mrs. Lucile B. Garton, of Los Angeles, visited Miss Ada C. Owsley on Sunday.

Mrs. E. Brownell, of West Central avenue, is visiting in Pasadena for a few days.

Carl Keene, of West Montecito avenue, is recuperating from a severe attack of pneumonia.

Miss Elizabeth Ferris, moved this week from West Central avenue to 100 East Highland avenue.

Ralph Russell, of the Ward Nursery, has been ill at his home, North Baldwin avenue, for over a week.

The first degree was conferred upon LaRoy Davis at the Masonic Temple on Tuesday evening. Thomas Miller Jr., presided as worshipful master.

The local grammar school was filled to capacity on Sunday evening when William Duncan Kilpatrick, C.S.B., of Detroit, Mich., delivered a free lecture on Christian Science.

Miss Mary Duckeck, of Meadville, Pa., was Sunday guest of Mrs. Walter Annas, of Suffolk avenue.

Mr. and Mrs. W. C. Higdon, of 48 East Central avenue, are leaving to spend a few days on the desert.

Friends of Dr. L. L. Krebs, will be pleased to learn that he is making a good recovery from a recent illness.

The Camp Fire Girls gathered for a party at the Simmons home, 247 North Baldwin avenue on Wednesday.

Mr. and Mrs. James Lockett Hill, short story writer, of Belle Vue Court, has moved to Glendale for a short time.

Art Udell spent the weekend at his home, 154 San Gabriel Court. Mr. Udell is working in the mountains at a C.C.C. Camp.

Mrs. Nielsen and Miss Frances Nielsen, of Los Angeles, were weekend guests of Mr. and Mrs. Frank E. Cox, of 711 Alta Vista Drive.

Mr. and Mrs. Harry E. Long, of 82 East Central avenue, attended a meeting of the White Shrine in Whittier on Monday evening.

Mr. and Mrs. Ralph Pickett and family, Mr. and Mrs. C. B. Harris and Mr. and Mrs. Roy H. Pickett and family spent Sunday at Long Beach.

Mrs. Belle Burdick, of San Bernardino, was weekend guest of Mr. and Mrs. J. F. Sadler and Mrs. Anderson, at their home, 368 Mariposa avenue.

Mr. and Mrs. Carl Edwin Malory, who were married last week, have returned from a honeymoon in San Francisco, and are at home to their friends in Alhambra.

Mrs. Josephine H. Fellows, of East Central avenue, and Mrs. Effie Brandon, of East Montecito avenue, visited friends in Los Angeles on St. Valentine's Day.

Louise Edwards, small daughter of Mr. and Mrs. Roy Edwards, of 307 Mariposa avenue, who has been very ill for the past week, is gaining steadily.

Mr. and Mrs. Ed Arend and Mrs. Margaret Arend, of Los Angeles, were Sunday guests at the home of Mr. and Mrs. W. J. Schiltz, 68 East Highland avenue.

The local Delphian Society is holding its meeting the second and fourth Mondays of each month with the Pasadena Sigma Beta Chapter in the Pasadena Public Library.

Mr. and Mrs. Ed Robinson of 43 West Laurel avenue, were guests at a party at the home of Mr. and Mrs. Cliff Edwards in Los Angeles on Saturday evening, and on Sunday night were dinner guests of Mr. and Mrs. Dan McKay at the Carolina Pines in Hollywood.

Dr. and Mrs. W. W. Shaffer and son, Billy, Miss Mary Duckeck and Mrs. E. Nesbitt, of

Meadville, Pa., arrived recently for a visit of a few months in California. Dr. Shaffer is the son of Daniel Shaffer and brother of Mrs. Albert Wheeling, of East Central avenue.

Mrs. J. E. Le Guin and son, Clifford, and daughter, Mildred, of Alhambra, visited Mrs. Le Guin's parents, Mr. and Mrs. J. C. Dickson, of 169 West Montecito avenue, on Sunday.

Mrs. E. C. Foster, of 65 South Baldwin avenue, spent last week with her son, Frank, in San Bernardino, while Mrs. Frank Foster spent the week with Mrs. A. E. Johnson in Sierra Madre. Frank Foster returned with his mother and visited over Sunday.

Special Friday & Saturday

Frying Rabbits lb. 13c
Fat Wh. Stew Hens, 3 1/2 to 4 lbs. each 65c
R. I. R., heavy lb. 23c
Broilers 4 for \$1

Sierra Madre Poultry Market
12 W. Central Phone 223-4

CY YOUNG'S MARKET

Phone 95

ROUND, GROUND ROUND and SWISS STEAK pound 23c
BONED AND ROLLED PORK ROASTS 17c
COMPOUND 1 pound packages each 5c
We have good St. Paul Veal—Taste the Difference
FRESH FISH AND OYSTERS
(We carry a full line of Sliced Sandwich Cheese)

RESNICK'S

PHONE 47 and your order will be delivered FREE
U. S. EXTRA LARGE RANCH EGGS doz. 20c
PAR WASHING MACHINE POWDER, lge. box 25c
JELL-WELL, all flavors pkg. 4c
WIENERS, BOLOGNA, MINCED HAM, LIVER SAUSAGE 14c lb., 2 lbs. 25c
Newmark's COFFEE, drip or percolator, lb. can 27c
GOLDEN STATE MILK, raw, past., chocolate or Buttermilk qt. 6c
Solid Pack TOMATOES, No. 2 1/2 can 2 for 25c
Monarch Fresh FANCY PRUNES, No. 2 1/2 can 15c
Monarch Sour Pitted Cherries No. 2 can, 2 for 35c
COCOA IN BULK 2 lbs. 15c
Fancy Large Dry LIMA BEANS, 10c lb., 3 lbs. 25c
NAVY BEANS 4 lbs. 25c
Fancy White Rose Rice 4 lbs. 25c
PINK BEANS 4 lbs. 25c
Norwegian SARDINES, in pure olive oil, 4 cans 25c
Black and White PEANUT BUTTER, Iris Product 2 lb. jars 25c
CARROTS, TURNIPS, GREEN ONIONS bunch 1c
CABBAGE lb. 1c



GOLD-N-SNO

The marvelous new orange cocoanut cake described by Betty Crocker over the radio. Fluffy golden layers, blending the mellow goodness of cocoanut with the flavor of fresh oranges . . . topped with a creamy icing of shredded cocoanut.

HOT CROSS BUNS during Lent

FOR WASHINGTON'S BIRTHDAY

Cake Hatchets and other cakes by order.

WISTARIA BAKE SHOP

"The Home of Good Things to Eat" Phone 99
4 East Central

PEPPER TREE INN

— Try Our Specialty —

Young Duck And Chicken Dinners, complete 75c

Duck and Chicken Sandwiches, salad and beverage 35c

Reservations Appreciated but not required

Take home a roast duck for your dinner

90 S. Sierra Madre Ave. Phone 312-1

Insure Yourself Against That Down-at-the-Heel Feeling

by keeping well-groomed at

LANGLEY'S
BARBER SHOP
KERSTING COURT



Brookfield Creamery Butter lb. 26c

Knudson's Fresh MILK qt. 6c

COTTAGE CHEESE lb. 9c

MAYONNAISE (bulk) pt. 15c

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
38 WEST CENTRAL PHONE 97

Specials Friday & Saturday

Bacon, Hormel's Minnesota 1/2-pound Package 10c
Wilson's Certified Link Sausage 1/2 lb. package 10c
Steer Pot Roast lb. 14c
Boneless Corned Beef lb. 18c
Homemade Sausage lb. 18c
Jewel Shortening lb. 9c, 4 lbs. 31c
Lamb Sweet Breads lb. 35c
Fresh Fish Wed. & Fri. during Lent

Men's Work Shoes
\$2.95 and \$3.75

Men's Dress Oxfords, brown or black
\$2.45 to \$5.00

Ladies' Silk or Chiffon Musing Wear Hose pair **59c**

HOOD TENNIS SHOES
Guaranteed Shoe Rebuilding

Olsen's Shoe Store
34 North Baldwin

Here's Your Opportunity
to save many dollars.

Build now! If you were planning to build in a few months, do it now. Codes are rapidly being established and prices are advancing. This means that not only materials but workmanship will be higher.

Call on us—see how economically your dreams can be carried out.

S. M. Lumber Co.
35 E. Montecito Ave. Phone 23

QUALITY FOOD SERVED AT ALL TIMES
COFFEE SHOP
45 NORTH BALDWIN AVE. — PHONE 242-1
Open 6 A.M. to 8 P.M.
Drop in regularly for our Home-cooked Dinner served from 11 a.m. to 8 p.m.

Take Snapshots at Night

If you're not taking snapshots at night you're missing some most interesting subjects for your album.

With the new "SS" Pan Film and a few Mazda Photoflood lamps, you can have excellent results with little effort or expense. Stop soon for details.

HARTMAN
Professional Pharmacists
The Rexall Drug Store

Natural Methods Health Home and Clinic
'CARE OF THE BODY'
Principals of Treatment both acute and chronic ailments

Special attention to the treatment of asthma
Diet, Sunbaths, Colon Therapy, Physiotherapy, low weekly or monthly rates.
Comfortable rooms
Office treatment to outside patients.

247 E. Foothill Blvd.
Monrovia
WILBUR C. WAGNER, D.C.
Director
Former Associate of Dr. Phillip M. S. von L. A. Times.

Phone Monrovia 1041

The Sierra Madre News
Offers Subscribers, New or Old
---Paying One Year in Advance

A Great Subscription Bargain that means...
MONEY IN YOUR MAILBOX

Show an actual profit on next year's reading! ... Your home newspaper and the 3 Big Magazines as shown ... All for the amazing, low price given below.

Here's what you get: All Four-1yr.

- ◆ DELINEATOR ... 1 Year
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- ◆ SUNSET MAGAZINE ... 1 Year
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\$2.75

There is nothing more to pay—just sign the order form below and send to this newspaper at once. This offer is for old or new subscribers to this newspaper.

Our Guarantee To You!
This wonderful offer is available to old and new subscribers to this newspaper. We guarantee the fulfillment of all magazine subscriptions and you have positive assurance that this generous offer is exactly as represented. Renewals will be extended for full term shown.

PLEASE FILL OUT COUPON CAREFULLY
Gentlemen: I enclose \$..... Please send me the three magazines as shown above with a year's subscription to your newspaper.
NAME.....
STREET OR R. F. D.....
TOWN AND STATE.....

Sierra Madre Tailors Cleaners and Dyers
14 West Central Avenue — Sierra Madre

JUST PHONE 3 for prompt and reliable service
Expert Repairs, Alterations
Work Called For, Delivered

AGENTS FOR SANITARY LAUNDRY

80c MEN'S SUITS
Cleaned and Pressed
80c OVERCOATS
Cleaned and Pressed
80c LADIES' PLAIN COATS
Cleaned and Pressed
80c PLAIN WOOL DRESSES
Cleaned and Pressed

THE SIERRA MADRE SHOPPING NEWS

FRIDAY, FEBRUARY 16, 1934

Sec. 4354, PLAR
U. S. POSTAGE
PAID
Permit No. 18
Sierra Madre, Calif.
Ret. Postage Guaranteed

BRIDGE PARTIES
LA CASA VIEJA
Steak and Chicken Dinners 50c, 60c, 85c
PLATE LUNCH 40c
Real Home Cooking—in an Old Home
Thursday Night Special—Baked Ham, Sweet Potatoes
(Old Southern Recipe)
Telephone 80
Reservations Preferred

BARGAIN PARTY
AUSPICES
Sierra Madre Masonic Lodge
Saturday, February 24

Dinner - Dance - Cards
5-Piece Orchestra
Auction, Contract and 500

PANCAKE & SAUSAGE DINNER
\$2 Worth of Fun for 49c
(Tickets at Robert's Market)

LYRIC MONROVIA
LEAVES TONIGHT (Friday)
CECIL B. DEMILLE'S
"4 Frightened People"
Claudette Colbert
Herbert Marshall
Todd-Kelley Comedy

SATURDAY MATINEE ONLY
James M. Barrie's
immortal
"PETER PAN"
with
Betty Bronson
Mary Brian

SATURDAY NIGHT ONLY
Max Miller's
"HELL and HIGH WATER"
with
Richard Arlen
also
"Fifty-Fifty's Holiday"

Sun. - Mon. - Tues
Feb. 18 - 19 - 20
2 BIG FEATURES
MARION DAVIES
and
BEING CROSBY
in
"GOING HOLLYWOOD"
also—
ZANE GREY'S
"The Last ROUND-UP"
with
Randolph Scott
Monte Blue

WED. - THURS.
February 21 - 22
FRANCIS LEDERER
in
"Man of Two Worlds"

LYRIC MONROVIA
Insure Yourself Against That Down-at-the-Heel Feeling
by keeping well-groomed at
LANGLEY'S BARBER SHOP
KERSTING COURT

Look Out! Fellers!

Do not fly kites near Electric Wires!

Kite-flying time always brings heaps of fun to thousands of boys and girls. But in past years, kite-flying has resulted in serious injury to a few whose kites came in contact with power-lines. Every boy and girl should know these

3 SAFETY RULES

1. Do not fly kites anywhere near electric wires
2. Never use wire or tinsel cord, or cord that has become damp from rain or fog.
3. If cord is caught in Power-Line... let go! Do not pull it. Call the power company to remove it and get your kite back for you.

SOUTHERN CALIFORNIA EDISON COMPANY LTD.

We have been appointed sole agents in Sierra Madre for the famous Wedgewood Range

Through the cooperation of the Gas Company we are able to install the above Wedgewood Range in your home complete, with your old range, for **\$80.55**

Sierra Madre Furniture Co.
"EVERYTHING FOR YOUR HOME"
TOM TYLER, Prop. PHONE 38

RESNICK'S

PHONE 47 and your order will be delivered FREE

U. S. EXTRA LARGE RANCH EGGS doz. 20c
 PAR WASHING MACHINE POWDER, lge. box 25c
 JELL-WELL, all flavors pkg. 4c
 WIENERS, BOLOGNA, MINCED HAM, LIVER
 SAUSAGE 14c lb., 2 lbs. 25c
 Newmark's COFFEE, drip or percolator, lb. can 27c
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 Monarch Fresh FANCY PRUNES, No. 2 1/2 can 15c
 Monarch Sour Pitted Cherries No. 2 can, 2 for 35c
 COCOA IN BULK 2 lbs. 15c
 Fancy Large Dry LIMA BEANS, 10c lb., 3 lbs. 25c
 NAVY BEANS 4 lbs. 25c
 Fancy White Rose Rice 4 lbs. 25c
 PINK BEANS 4 lbs. 25c
 Norwegian SARDINES, in pure olive oil, 4 cans 25c
 Black and White PEANUT BUTTER, Iris
 Product 2 lb. jars 25c
 CARROTS, TURNIPS, GREEN ONIONS bunch 1c
 CABBAGE lb. 1c

As the demand
 grows for
 Sierra Madre
 Real Estate

so
 will
 the prices rise
 says
Humphries

Values are O.K.
 Prices are Low
 Now is the time
 to buy
REAL ESTATE

GILLETTE'S ARCADIA

THEATRE
 Huntington Drive, Arcadia
 PHONE 2661
 Doors open 6:45, Matinee
 Saturday, 2; Sundays 5 to 11
 Admissions:
 Adults 20c, Kiddies 10c

Friday and Saturday
 Richard Barthelmess
 and Ann D'Vorak
 in

"MASSACRE"
 Comedy "Easy Aces" and
 Tarzan

Sunday & Monday
 Radio's Favorites
 "Myrt and Marge"
 Filled with Laughs

—also—
 George Bancroft
 in
 "Blood Money"

PEPPER TREE INN

— Try Our Specialty —

Young Duck and
 Chicken Dinners,
 complete 75c

Duck and Chicken Sandwiches,
 salad and
 beverage 35c

Reservations Appreciated
 but not required
 Take home a roast duck
 for your dinner
 90 S. Sierra Madre Ave.
 Phone 312-1

THE SIERRA MADRE NEWS
 If you read your hometown
 newspaper regularly you will
 know your own community better
 and thereby help to make a great
 community greater.

MONARCH ROOFING COMPANY

500 So. Raymond
 Colorado 6191

PASADENA, CALIFORNIA

NEWS want-ads
 Find home the
 "bacon"

WANT LISTINGS of houses and
 lots for sale and rent. T. W.

Neale, 22 N. Baldwin. —21:31
 REAL BARGAINS in used tires:
 2—600x19; 2—600x20; 6—550x19;
 6—550x18; 1—450x20; 1—475x19;
 1—700x19.
 258 Adams St.

ROSE BUSHES 25c shrubs and
 Trees 15c, 25c, 35c. Fruit trees
 50c. Bedding plants, 15c doz.
 Cow fertilizer 25c sack. Ward
 Nursery and Florist, Mt. Trail
 & Laurel, Phone 1614. —17:e

ORIENTAL — Domestic Rugs
 cleaned, repaired by native
 workmen. S. M. Mardigian,
 Dept. Mgr. Pasadena Storage
 Co., 55 S. Marengo. Wakefield
 6131. —5:tf

CUT FLOWERS—15c and 25c
 bunch; Funeral sprays \$1 up.
 Ward Nursery & Florist, Mt.
 Trail & Laurel, Phone 1614.
 20:e

D.U.V.C.W. FOOD SALE to-
 morrow (Sat.) Roberts Market.
 —adv.

TYPEWRITERS

ALL MAKES
 Sold — Rented
 Exchanged — Repaired

Student Rentals 3 mo. \$5.00
 Sold on Easy Terms

Parker Typewriter
 Company
 "Over 30 Years Experience"
 178 E. Colorado St., Pasadena

BETTY'S DISCOVERY



Look Twice
 before you buy
 any range...

Look once at old-fashioned
 ranges. Look again at Hotpoint,
 the electric range which will be
 modern for years to come. Hot-
 point cooks with a clean, flame-
 less electric heat which does not
 soot-blacken pots or pans. Come
 in today, learn the astonishing
 facts about electric cookery.

LOOK
 TWICE!
 SEE AN Electric RANGE



Hotpoint
 ELECTRIC RANGE

SIERRA MADRE HARDWARE CO.

SAFEGWAY and PIGGLY WIGGLY

PENNY PRODUCE SALE

Garden Foods for Lenten Menus Featured in A Special One Cent Produce Sale

1c CABBAGE Crisp, solid Imperial Valley cabbage. Freshly-picked.
1c TURNIPS Fresh White Full bunches, freshly pulled.
1c ORANGES Washington Navel, Medium Size, Each.
1c GREENS Mustard, Fresh Clean, crisp Per Bunch.
1c ONIONS Young, green, spring onions. Solid, clean and fresh.
1c CARROTS Fresh-pulled Crisp firm Per Bunch.
1c RADISHES Firm, crisp, clean, young radishes. Freshly-pulled.
1c PEAS Green, crisp 3 Lbs. 19c
1c GRAPEFRUIT Sweet, seedless grapefruit, Arizona or Imperial.

Burbanks 10 Lbs. 25c Well-shaped, even-sized, fancy Stockton Burbanks.
Apples 5 Lbs. 19c Newtown Pippins, for cooking, eating.
Hearts of Celery 4 Stalks 5c Tender, crisp, white celery hearts.
Rhubarb 2 Lbs. 15c High-grown, strawberry rhubarb.
Celery 5c Firm, crisp stalks.
Peas 3 Lbs. 19c Fresh, tender peas in crisp, full pods. Buy 3 pounds.
Grapefruit Each 2c Sweet, seedless grapefruit, Arizona or Imperial.

TUNA 2 Cans 19c MISSION CHOICE or Chicken of the Sea. Fancy.
EGGS 19c Large size, fresh extras, candled inspected, and packed in cartons.
SUGAR 10 POUND BAG 39c Pure cane sugar, in paper bags. Also in cloth bags at 10 pounds for 41c.
MILK 4 CANS 21c MAX-IMUM DOZEN 63c

AIRWAY 19c Coffee Per Lb. Freshly roasted. Ground to your order.
A-1 FLOUR 45c Globe Mills Family Patent flour.
Flour 37c Golden Heart No. 10 Bag.
Olives 15c Elsinore Ripe No. 1 Can.
Macaroni 6c Golden Age-Pkg.
Peaches 25c Libby's De Luxe, Fancy, large halves.
M'mallows 15c Fluff-i-est—freshly made, white puffs.
Prunes 14c Sunsweet 2-Lb. Pkg.
Mayonnaise 44c Best Foods Double Whipped, Pt. 24c.
Beer 25c Brown Derby 11-oz. Bot. 3.2% or 5 1/2% types. Limited on 3.2%.

CAKES 25c Grandma's Old Fashioned Marble pound cake. Special Fri. and Sat.
A-Y-BREAD 6c 16-oz. LOAF 24-oz. LOAF 8c
FRESH MILK 6c PER QUART
 Lucerne is always gold medal quality, 21% richer than law requires.

LENTEN SUGGESTIONS
 A few of the many Lenten items you'll find at Safeway or Piggly Wiggly.
Clams 20c Pioneer No. 3 Can.
Crab 25c Chatka No. 3 Can.
Sardines 25c No. 2 Cans.
Oysters 25c 2-oz. Cans.
Tuna 15c Libby's Red No. 1 Can.
Salmon 19c Libby's Red No. 1 Can.
Shrimp 25c Choice gulf caught tasty sea food.
MUSTARD 8c Libby's Prepared 5-ounce jar.
MUSTARD 13c French's Cream 5-ounce jar.
CHECK'R OATS 7c Ralston's Red 24-oz. package.
QUAKER OATS 8c Regular or Quick 20-oz. package.
S. A. S. 12c Cleaners 4-pad size.
CHORE GIRL 8c Metal Sponge.
RALSTON 21c Wheat Cereal 24-oz. package.
BRAN FLAKES 8c Post's 8-oz. package.
CATSUP 10c Yolo Tomato 14-oz. bottle.
ASPARAGUS 10c Santa Cruz, All Green, 11-oz. can.
SILK'S RICE 10c Spanish Style 16-oz. can.
AUNT JEMIMA 10c Pancake Flour 20-oz. pkg.

Featured This Week-End In The Meat Department

Ham 15c Whole or Half Per Pound.
Bologna 25c 2 Lbs. For.
Hens 22c Colored Per Pound.
Pot Roast 8c Per Lb.
MACKEREL 5c FRESH PER LB.
STEAK 15c ROUND, SWISS SIRLOIN, CLUB LB.
REX LARD 7c CUDAHY'S 1-LB. CTN.

ROUND BONE 13c or Boneless 15c
PRIME RIB 15c or Rump Roast Per pound
GROUND 9c Beef, Freshly Made, Per lb.
SAUSAGE 15c In links Pure pork, lb.
BACON 14c In Piece (Except Center) Per lb.
HAM SLICES 19c Center cuts 2 slices for.
OYSTERS 23c Large, Fresh N. Y. Count, Dozen
SCALLOPS 29c Fancy Quality Per pound
SWORDFISH 22c Fillet, Per pound
SALMON 19c or Halibut Northern, Lb.

Prices effective Thursday, Friday, Saturday, February 15, 16, 17, within 35 miles of Los Angeles.

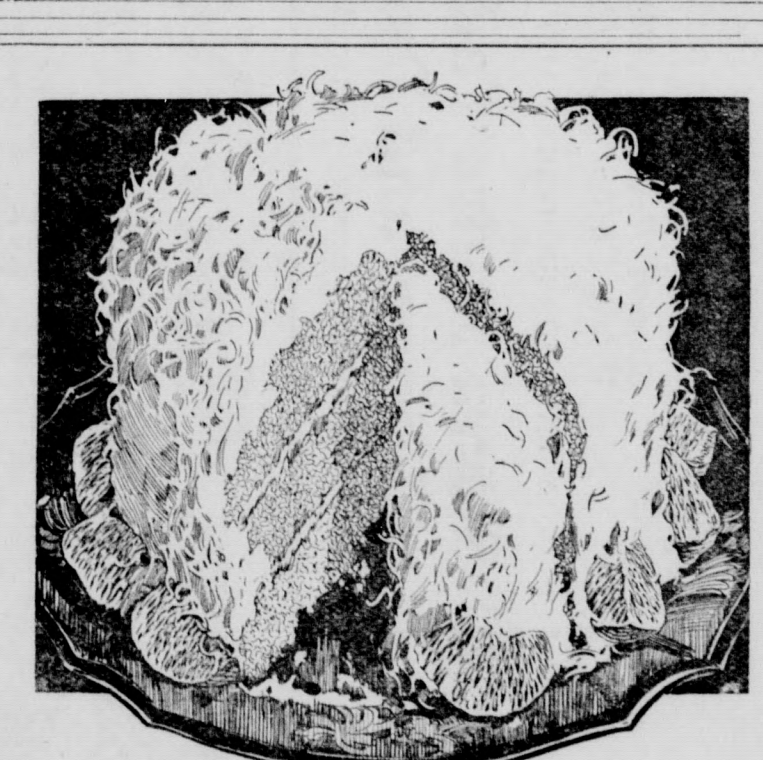
EVERY FRIDAY IS FAMILY CIRCLE DAY — GET YOUR COPY—IT'S FREE.
SAFEGWAY and PIGGLY WIGGLY
 We reserve the right to limit quantities and prices subject to change without notice.

Special Friday & Saturday

Frying Rabbits lb. 13c
 Fat Wh. Stew Hens, 3 1/2 to 4 lbs. each 65c
 R. I. R. heavy lb. 23c
 Broilers 4 for \$1
Sierra Madre Poultry Market
 12 W. Central Phone 223-4

CY YOUNG'S MARKET

Phone 95
 ROUND, GROUND ROUND and SWISS STEAK pound 23c
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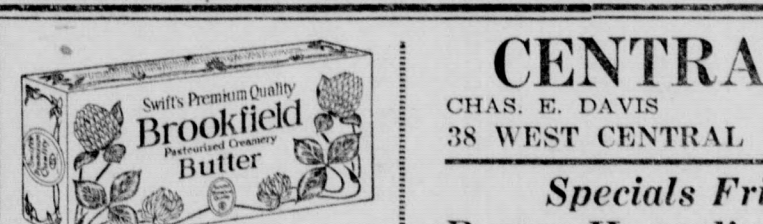
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